

The NATION'S BUSINESS Index - 1989

(Volume 77 : Numbers 1 - 12)

SUBJECT INDEX

A

ACCOUNTING

- Franchising's Pathfinders [2/89-p61]
NB Tips: New book, "The Small Business Financial Planner" [6/89-p8]
Small Business Computing: Accounting [7/89-p32]
Choosing Your Accountant [11/89-p28]
Letters: Choosing Accountants [12/89-p5]
Accrual, Cruel World [12/89-p60]

ACCOUNTS PAYABLE & RECEIVABLE

- Bad Debts Are Worth Collecting [5/89-p53]
NB Tips: New SBA publication on Prompt Payment Act amendments [8/89-p8]
Savings Promised Under New Check-Verification Service [8/89-p8]
NB Tips: New book, "Guide To Getting Paid Promptly By State And Local Agencies" [9/89-p10]

ACQUISITIONS see Mergers, Acquisitions & Divestitures

- ADVERTISING see also Marketing
Soviet TV's U.S. Channel [2/89-p18R*]
Let Your Fingers Do The Counting [3/89-p9]
"Merchandise That Motivates" [5/89-p64]
Targeting The Military Market [5/89-p66]
Lights! Camera! Hammer And Nails! [6/89-p12]

- A Near Little Package [6/89-p16]
Something New Under The Sun [8/89-p9]
Renegades Of Madison Avenue [9/89-p16]
He's A Howling Success At Bringing Comics To Life [10/89-p16]

AGRICULTURE see also Food/Beverage Industry & Trade

- The Last Of The Citrus Barons [2/89-p46]
Direct Line: Green-Thumb Entrepreneur [6/89-p85]
Direct Line: Hoping To Harvest Herbs [6/89-p85]
Direct Line: Gator Aid [6/89-p85]
Direct Line: Cattle Drive [7/89-p68]
Going For The Goat [8/89-p12]
Out Of This World (Garlic) [8/89-p13]
The Fruit Of The Vine (Wine) [9/89-p14]
Direct Line: Making Hay [9/89-p83]
Direct Line: Catfish Corral [10/89-p91]
Direct Line: Facts Or Flocks (Sheep) [12/89-p66]
Congressional Alert: Farm-Policy Reform [12/89-p70]

AIDS (ACQUIRED IMMUNE DEFICIENCY SYNDROME)

- The Impact of AIDS On Benefit Plans [3/89-p60]
AIDS Concerns For Business [6/89-p75]
NB Tip: New publication, "AIDS Education: A Business Guide" [10/89-p10]

AIR POLLUTION see Environment

AIRCRAFT, AIRLINES & AIRPORTS

- EgyptAir: Pioneer In The Middle East [1/89-p40D*]
Flying Can Be A Pain In The Neck [9/89-p73]

ALCOHOLISM see Substance Abuse; Tests & Testing

ANNUAL MEETINGS see Corporations

ANTIQUES & COLLECTIBLES

- Memories For Sale [12/89-p18]
A Business That Outgrew Nostalgia (Comic books) [12/89-p22]

APPAREL see Clothing

ART/PHOTOGRAPHY

- Corporate Art [11/89-p20]
ASIAN-AMERICANS see Minorities

AUTOMOBILES & TRUCKS

- Direct Line: Building Body-Shop Business [5/89-p16]
The Leased Advantages [5/89-p40]
Franchises Under The Hood [9/89-p54]
Direct Line: Quick Changes [9/89-p83]
Trucks Turn To High Tech [10/89-p38]
Direct Line: Cover Up (Truck tarpaulins) [12/89-p67]

- Car And Driver, Italian Style (New speed limit law in Italy) [12/89-p72]

AWARDS & HONORS

- National Chamber Foundation Honors
President Reagan [1/89-p5]
For Women Of Enterprise (Avon Inc. awards) [1/89-p30]
How The Baldridge Winners Did It (Malcolm Baldridge National Quality Awards) [1/89-p32]
Do You Want To Compete? (Baldridge awards) [1/89-p34]
Direct Line: Profitable Retirement (Making awards and trophies) [3/89-p25]
Applications Available For Baldridge Competition [4/89-p8]
Folding Napkins To Ring Up Sales (SBA's 1989 Small Business Person of the Year; state winners listed) [7/89-p58]
Editorial: A Salute To The Recipients Of The First "Spirit Of Enterprise" Awards (Given by U.S. Chamber of Commerce to members of Congress) [8/89-p80]

B

BANKRUPTCY, BUSINESS FAILURES

- Fewer Businesses Calling It Quits [5/89-p6]

* Page numbers followed by letters are from sections not included in all editions.

BANKS & BANKING see also Credit; Credit Cards & Accounts; Economic Development; Loans; Venture Capital

- Savings Promised Under New Check-Verification Service [8/89-p8]

- The Risks In Joint Bank Accounts [8/89-p71]

BEAUTY/GROOMING PRODUCTS & SERVICE

- Direct Line: Nailing Down Start-Up (Nail Salon) [1/89-p57]

- Direct Line: Aiding Cancer Victims (Prostheses, wigs) [3/89-p25]

- Beyond The Fringe: Late Word From The War On Baldness [6/89-p79]

BLACKS see Minorities

BOARDS OF DIRECTORS see Corporations

BONDS see Securities

BOOKS see also Printing & Publishing

- Direct Line: Bookstore-Business Browsing [6/89-p86]

- Useful Books On Unemployment Law [7/89-p26]

- Glasnost By The Book (Russian-language bookstore) [8/89-p57]

- Food For Thought (New Julia Child book) [12/89-p29]

BROKERS see Securities

BUSH, GEORGE

- Small Business Briefs Mr. Bush [1/89-p20]

- Small Business Reassured By New President's Views [2/89-p8]

- Editorial: Congress' Minimum Wage Bill: What The Outcome Will Say About Who's In Charge [5/89-p87]

- Bush Urges Business To Act Against Drugs [10/89-p12]

- Editorial: The Most Effective Weapon In The War Against Drugs: The Paycheck [10/89-p99]

BUSINESS CLIMATE INDEXES see Economic Indicators & Indexes

BUSINESS CONDITIONS & FORECASTS

see also Economic Conditions & Forecasts

- Small Business: An Upbeat '89 [1/89-p10]
Slower Growth Expected For The Service Sector [1/89-p12]

- What You Can Expect In 1989 [1/89-p18]
New Challenges, New Opportunities (U.S. Chamber of Commerce Annual Report) [5/89-p81]

- The Shape Of 1990: A New Projection (Retailing) [10/89-p8]

BUSINESS EDUCATION see Colleges & Universities; Education & Job Training

BUSINESS FAILURES see Bankruptcy, Business Failures

BUSINESS INCUBATION

BUSINESS INCUBATION see Economic Development
BUSINESS TAXES see also Income Tax; Taxation; U.S. Govt.--Internal Revenue Service How Tax Changes Affect Business [2/89-p57] A Push To Repeal Section 89 [3/89-p6] Congress Extends Targeted-Jobs Program [3/89-p9] Estimate Carefully To Avoid Penalties [5/89-p72] A Rose By Any Other Name (Independent contractors) [5/89-p74] The Family That Works Together... [6/89-p80] Sorry, No Depreciation (Property held for sale) [6/89-p80] A Tax Jolt By Design (New IRS rules on package-design costs) [6/89-p82] Congressional Alert: Tax Incentives For Education [6/89-p91] Court Cancels A Super Bowl Bid [7/89-p60] Documenting Deductions [7/89-p63] Depreciating Land [8/89-p68] Sleeping Easy (IRS audits) [9/89-p74] Dutch Treat (Deductibility of business meals) [10/89-p88] Art For Art's Sake (Depreciation) [10/89-p88] Takeover Expense: Deductible Or Not? [10/89-p89] Taxes: Don't Pay Too Much [11/89-p22] Your Rights As A Taxpayer [11/89-p26] Pay Your Payroll Taxes On Time [11/89-p91] Takeover Expenses, Continued [11/89-p92] Accuracy On W-2 Forms [12/89-p59] When A Business Is Not A Business [12/89-p59] Accrual, Cruel World [12/89-p60] Year-End Reminders [12/89-p60]

C

CAMPAIGN FINANCING see Political Finance
CANADA Health Care, Canadian-Style [9/89-p22] A New Era In Trade [9/89-p67] Canadian Trade Shows: Sales Leads On Display [9/89-p71] Learn About Canada From The BOSS [10/89-p10] **CAPITAL** see also Venture Capital How To Calculate Capital Needs [11/89-p32] **CAPITAL GAINS** see also Income Tax Common Sense About Capital Gains [1/89-p48] Congressional Alert: A Lower Tax Rate On Capital Gains [2/89-p70] Editorial: Decision For Congress: Penalize Success Or Create Opportunity [4/89-p88] Editorial: Congress Should Look To A Tax Cut, Not An Increase, To Curb The Deficit [6/89-p92] The Push To Trim Capital Gains [7/89-p56] **CATASTROPHIC ILLNESS COVERAGE** see Health Insurance
CENSUS see Economic Indicators & Indexes
CERTIFICATES OF DEPOSIT see Investment (Individual)

CHARITABLE CONTRIBUTIONS & ORGANIZATIONS, VOLUNTEERISM Corporate Generosity [2/89-p58] An Untapped Resource (VOLUNTEER-The National Center) [3/89-p50] Generous To A Fault (IRS treatment of contributions) [4/89-p86] Remainder Trusts You Can Trust [6/89-p80] In The Beginning (United Way) [7/89-p5] Letters: Generous To A Fault [9/89-p75] Charity Stops At Home (Donating use of home to charity) [9/89-p76] **CHECKS & CHECKING ACCOUNTS** see Banks & Banking Savings Promised Under New Check-Verification Service [8/89-p8] New Law Puts Time Limit On Cashing Government Checks [8/89-p8] Quick Checks (Point-of-sale verification systems) [12/89-p45] **CHEMICAL INDUSTRY** Industrias Resistol: World Competitor [5/89-p44D*] **CHILD CARE** see Day Care; Employee Benefits **CHILDREN & YOUTH** see also Day Care Direct Line: Togs For Teens, Loans For Women [1/89-p57] Direct Line: Diaper Service [9/89-p82] **CHINA** A Business Tour Of China For Smaller Firms [2/89-p8] Beijing Massacre Stuns Taiwan [8/89-p34] **CLOTHING** Direct Line: Togs For Teens, Loans For Women [1/89-p57] U.S. Shoe Firms Thrive In High-Quality Market [6/89-p38] Direct Line: Filling Tall Orders [3/89-p25] Threading The Needle (Tailoring shops) [3/89-p70] Woman With A Large Idea [3/89-p71] Direct Line: Selling Secondhand Clothes [5/89-p16] Direct Line: A Bridal-Shop-To-Be? [8/89-p77] Direct Line: Sweats And Sweaters [8/89-p78] Direct Line: Clothes Connections [9/89-p82] A Knotty Problem (New way to tie necktie) [11/89-p102] **COINS** see Currency **COLLECTIBLES** see Antiques & Collectibles **COLLEGES & UNIVERSITIES** see also Education & Job Training A College Degree Pays Off [7/89-p62] Tuition Payments Cut Job Turnover [8/89-p25] To Make The Grade, Just Go Do It [12/89-p12] **COMMUNICATION** see also Employees; Telecommunication It's Show Time For Business (Company videos) [4/89-p54] Listen Carefully [6/89-p78] Leave Them Laughing [10/89-p49] No Detail Too Small [10/89-p62] **COMPETITIVENESS** see also International Trade A Plan For Competitiveness And Continued Economic Growth [1/89-p80]

* Page numbers followed by letters are from sections not included in all editions.

U.S. COMPANIES LACK TRADE AGGRESSIONESS [2/89-p13] The President's Council On Competitiveness [5/89-p32] Trading Views With Japan [5/89-p34] Education: The Competitor's Ring [6/89-p60] Closing The Wage Gap [9/89-p9] **COMPUTER CRIME** see Crime **COMPUTERS & SOFTWARE** see also Electronics Industry Take Charge Of Your Phones [1/89-p25] The Coming Era Of Tiny Technology [1/89-p46R*] Office Machines: More, Better, Cheaper [2/89-p30] --Everything Imaginable In Office Copiers --Voice Mail: A Smart Message System --The Latest Word On Typewriters --The Facts On Facsimile Machines --Personal Computers: Increasingly Versatile --On The Road With Lap-Top Computers --The Software That Makes Your Computer Useful Listening To An Inner Voice [2/89-p52] Wider Uses For Bar Codes [3/89-p34] The Accidental Tourist [4/89-p78] IBM De Mexico: Bullish On Future [5/89-p44E*] Direct Line: Preparing To Go Abroad [6/89-p86] Fast Food Gets Faster With Orders By Computer [7/89-p8] Small-Business Computing [7/89-p32] --Easy, Fast, Simple, And All That Jazz --Accounting --Information Finder --Screen Dreams --Communications --Executive Suite --Security Another Medium For The Message (Voice mail) [8/89-p54] If A Computer Answers, Don't Hang Up [8/89-p55] Outwitting The Hackers [9/89-p17] There's A Computer In Your Future [9/89-p56] --Personal Computers --Model Systems --Enhancements --Printers --Software Games In The Office (Computer games) [10/89-p65] How Much Should A System Cost? [10/89-p65] When Is Flat OK? (Databases) [10/89-p66] Office Gear On The Go [11/89-p56] Direct Line: Computer Connections [11/89-p93] R2D2, Move Over. Here's Newton! (Personal robot) [11/89-p102] Computer Rainbow [11/89-p102] Brainstorming With Your Computer [12/89-p34] Get Your Business Plan Off The Shelf [12/89-p34] Help In Writing It Right [12/89-p35] Checking Out Computers [12/89-p35] It's Still Buyer Beware [12/89-p35] How Small Can You Get? [12/89-p35]

EMPLOYEE BENEFITS

CONFERENCES, CONVENTIONS & MEETINGS

Direct Line: A Business For Business [1/89-p57]
German And U.S. Leaders Confer On Trade Issues [1/89-p78]
Take Charge Of Your Job [Nation's Business] Dun & Bradstreet seminars) [4/89-p36]
Trading Views With Japan [Nation's Business video conference) [5/89-p34]
Direct Line: Convention Planning [7/89-p67]
Leave Them Laughing [10/89-p49]
No Detail Too Small [10/89-p62]
NB Tips: Small-Business Conference [12/89-p8]

CONSTRUCTION INDUSTRY see also Government Procurement; Housing Congressional Alert: Union Advantage In Construction [5/89-p86]
Our Crumbling Infrastructure [8/89-p16]
The Private Path To New Highways [8/89-p19]
Letters: Infrastructure Perspectives [10/89-p6]
Building To Last [11/89-p17]
Direct Line: Hard-Hat Area (Women in construction) [11/89-p93]

CONSULTANTS

Making The Most Of Consultants (In franchising) [6/89-p36]
Shape Up Your Firm's Image [7/89-p42]
Putting You Best Self Forward [8/89-p46]
Direct Line: Financial Planners [8/89-p77]
Direct Line: What Would You Pay You? [8/89-p78]
Direct Line: Balance Sheet Music [10/89-p92]

CONSUMERS

Proposed Law Labeled Damaging To Service-Based Retailers (Consumer Protection Against Price-Fixing Act) [8/89-p8]
NB Tips: New publication, "Outstanding Business Opportunities In A Graying America" [11/89-p14]
CONTRACTS (GOVERNMENT) see Government Procurement
COPYRIGHT see Patents, Copyright & Trademarks
CORPORATIONS see also Corporations (Specific); Entrepreneurs; Family Business; Management; Mergers, Acquisitions & Divestitures; Small Business

How Much Is Your Business Worth? [2/89-p58]
Corporate Generosity [2/89-p58]
Minority Shareholders Have Rights, Too [3/89-p68]
New Booklet Helps Officials Cram For Annual Meetings [4/89-p6]

Direct Line: Shaping A Board [7/89-p67]
Courts Clamp Down On Boards [12/89-p52]
A Reason Not To Incorporate [12/89-p58]

CORPORATIONS (SPECIFIC)

Amot Controls Corp. [1/89-p62]
Ben Hill Griffin Inc. [2/89-p46]
Carver Corp. [9/89-p63]
Global American Television Inc. [2/89-p18R*]
IBM De Mexico SA [5/89-p44E*]
Industrial Resistol SA [5/89-p44D*]
Lawson Products Inc. [4/89-p62]
Norrell Corp. [10/89-p34]
Pandora Industries [6/89-p40R*]
Popeye's Famous Fried Chicken & Biscuits [7/89-p52]
Quill Corp. [1/89-p41]
Salick Health Care Inc. [8/89-p50]

Skyway Freight Systems [5/89-p37]

SPECTACOR [5/89-p48]
Systematics Inc. [11/89-p74]
Wilson Inns [3/89-p77]
CREDIT see also Banks & Banking; Loans Banking On Women Owners [5/89-p28]
Bad Debts Are Worth Collecting [5/89-p53]
His And Her (Credit histories) [12/89-p59]

CREDIT CARDS & ACCOUNTS

Quick Checks (Point-of-sale verification systems) [12/89-p45]

CRIME

Tips for Cutting Crime's Toll On Small Business [1/89-p8]
Letters: An Ounce Of Prevention [2/89-p4]
Congressional Alert: White-Collar Crime [6/89-p91]
Outwitting The Hackers [9/89-p17]
Midnight Rescue [11/89-p86]
Congressional Alert: Civil RICO Act Reform [12/89-p70]

CURRENCY

New Campaign For Issuance Of \$1 Coin [12/89-p8]

CUSTOMER RELATIONS

Service = Survival [3/89-p16]
You Are The Customer, You Are The Company [5/89-p60R*]
Learn Your Firm's Inside Story [8/89-p59]

CYPRUS

Special Advertising Section: Cyprus [9/89-p49]

D

DAY CARE see also Employee Benefits

Congressional Alert: Options For Child Care [3/89-p79]

A Status Report On Congress: Child Care [8/89-p6]

Creative Child Care [8/89-p70]

A Center Of Quality [10/89-p8]

Make Room For The Children [10/89-p13]

Employer Guide On Support Payments Is Available [12/89-p6]

DAVIS-BACON ACT see Government Procurement

DEFENSE INDUSTRY see also Government Procurement

Closing A Base Opens Doors [5/89-p9]

Defense Suppliers Gear Up For "Paperless Pentagon" [7/89-p6]

DELIVERY & MAIL SERVICES

A Bigger Role For Private Firms In Moving The Mail [3/89-p8]

Letters: Bar Codes Make "Posthaste" [5/89-P5]

DISCRIMINATION see Employees;

Employment; Minorities; Women

DIVESTITURES see Mergers, Acquisitions & Divestitures

DRUG ABUSE see Substance Abuse

DRUG TESTING see Tests & Testing

E

ECONOMIC CONDITIONS & FORECASTS

see also Business Conditions & Forecasts;

Economic Indicators & Indexes

A Data Deficit Masks Our Economic Strength [6/89-p90]

The Hazards Of Low-Altitude Flying

[10/89-p10]

No "Soft Landing" Needed [11/89-p16]

Why The Dollar Isn't What It Was [11/89-p62]

Productivity: The Key To Growth [11/89-p99]

The "Savings Crisis" Is A Caricature [12/89-p68]

ECONOMIC DEVELOPMENT see also Special Advertising Sections portion of Index

Main Street Revisited [1/89-p36]

Direct Line: Government Grants [4/89-p40]

Closing A Base Opens Doors [5/89-p9]

State Funds For Start-Ups [6/89-p42]

States Go Global For Small Firms [5/89-p44G*]

Tailor-Made Work Forces [11/89-p33]

Cities Get Into The Game [11/89-p48]

ECONOMIC INDICATORS & INDEXES

Small Business: An Upbeat '89 [1/89-p10]

Stretching Your Megadollar [9/89-p87]

EDUCATION & JOB TRAINING see also

Colleges & Universities; Literacy

Would You Hire Them? [4/89-p16]

"Compact" Lessons [4/89-p19]

Lamar Alexander On Schools And Business [4/89-p24]

Letters: The ABCs Of Educating America's Youth [6/89-p4]

The Business-Education Link [6/89-p27]

Education: The Competitor's Key [6/89-p60]

Congressional Alert: Tax Incentives For Education [6/89-p91]

No Easy Answers (Business ethics course) [7/89-p38]

Congressional Alert: Tax Incentives For Education [9/89-p85]

Tailor-Made Work Forces [11/89-p33]

Reach Out And Teach Someone [12/89-p72]

EGYPT

Special Advertising Section: Egypt [1/89-p40A*]

Egypt: Forging Partnerships With Americans [4/89-p38]

ELECTRIC ENERGY see Energy Resources, Production & Use

ELECTRONICS INDUSTRY see also

Computers & Software; Telecommunications

Entrepreneurs Should Approach

Superconductivity Warily [5/89-p8]

Eliminating The Static [9/89-p63]

Time For A Dip [10/89-p100]

When He Hears, Others Listen [11/89-p18]

Office Gear On The Go [11/89-p56]

EMPLOYEE BENEFITS see also Day Care; Employees; Health Insurance; Hiring & Firing; Pensions & Pension Plans; Retirement; Section 89 of U.S. Tax Code

Labor Targets The States On Benefits [1/89-p16]

The Ever-Tightening Federal Grip On Employee Benefits [2/89-p26]

Employers' Payroll Costs For Employee Benefits [2/89-p28]

The Impact Of AIDS On Benefit Plans [3/89-p60]

Mandated Benefits' Costly Trap [4/89-p49]

* Page numbers followed by letters are from sections not included in all editions.

EMPLOYEES

Congressional Alert: Mandated Leave Denies Flexibility [4/89-p87]
AIDS Concerns For Business [6/89-p75]
A Status Report On Congress: Mandated Parental Leave [8/89-p6]
Tuition Payments Cut Job Turnover [8/89-p25]
Congressional Alert: Tax Incentives For Education [9/89-p85]
Congressional Alert: Early-Retirement Benefits [9/89-p85]
Treasury Wants Firms To Offer "Flex" Loans [10/89-p12]
Congressional Alert: Mandated Leave [10/89-p98]
States Forging Ahead On Mandated Leave Proposals [11/89-p14]
Unemployment: Cutting The Costs [11/89-p71]
Why Cafeteria Plans Are Lagging [12/89-p6]
Wellness Works For Small Firms [12/89-p42]
EMPLOYEES
A Good Start For New Hires [1/89-p21]
When An Employee's Performance Slumps [1/89-p44]
Don't Gamble With Addiction [2/89-p35R*]
Six Ways To Be "Family-Friendly" [3/89-p12]
Bridging Your Workers' "Motivation Gap" [3/89-p30]
Would You Hire Them? [4/89-p16]
A Rose by Any Other Name (Independent contractors) [5/89-p74]
Two For One: A Working Idea [6/89-p28]
Direct Line: Giving Employees The Business [6/89-p85]
Look To Your Employees For Key To Greatness, Author Says [7/89-p8]
See You In Court [7/89-p17]
Laws Protecting Employees' Rights [7/89-p24]
Temporary Solutions [7/89-p48]
Congressional Alert: Health-Risk Notification [7/89-p71]
Letters: Bring Order To The Courts [9/89-p4]
Rulings Won't Halt Rush Of Litigation [9/89-p12]
Temporary Assignment [10/89-p34]
Read This Article IMMEDIATELY [10/89-p68]
Tailor-Made Work Forces [11/89-p33]
Straight Talk From Key Employees [11/89-p40]
Writing The Book On Employees [12/89-p50]
EMPLOYMENT see also Employees:
Hiring & Firing
Job-Hopping: A Mixed Bag, For Employers And Employees [1/89-p70]
Direct Line: Tempting Firms To Use Temps [2/89-p12]
Congress Extends Targeted-Jobs Program [3/89-p9]
New Rule On "Helpers" May Soften Davis-Bacon Impact [5/89-p6]
Two For One: A Working Idea [6/89-p28]
Useful Books On Employment Law [7/89-p26]

Small Businesses Continue To Set The Pace In New Jobs [8/89-p8]
Tuition Payments Cut Job Turnover [8/89-p25]
Opening Doors For Immigrants [8/89-p48]
ENERGY RESOURCES, PRODUCTION & USE
NB Tips: DOE Contracts [1/89-p6]
Energy Priorities Outlined For Bush [3/89-p8]
Something New Under The Sun [8/89-p9]
From Sawdust To Sawbucks [12/89-p14]
Direct Line: Propane Power [12/89-p67]
ENTERPRISE ZONES see Economic Development
ENTERTAINMENT see also Television
The New Owner Of New Year's Eve [1/89-p68]
From Calamity To Conglomerate [5/89-p48]
Direct Line: Getting Into Movies [9/89-p82]
Direct Line: Rolling Right Along [9/89-p82]
Direct Line: A Place To Play [10/89-p92]
Direct Line: Miniature Golf [10/89-p92]
The Rainbow Maker [11/89-p41]
Winning In A Walk [12/89-p13]
ENTREPRENEURS see also Economic Development; *Making It in Regular Features & Special Sections* portion of **Index**
Law Helps Businesswomen [1/89-p19]
Women Mentors For Entrepreneurs [1/89-p28]
A Gamble That Paid Off [1/89-p30]
Franchise/Entrepreneurial Guide [2/89-p61]
Partners In Entrepreneurship [3/89-p38]
SBA Offers Entrepreneurs Free Advice By Telephone [4/89-p6]
Cutting Through Start-Up Problems [4/89-p9]
Wife, Mother, Entrepreneur [4/89-p10]
Entrepreneurial Bug Biting More Older Americans [5/89-p6]
Entrepreneurs Should Approach Superconductivity Warily [5/89-p8]
The Age Of The Woman Entrepreneur [5/89-p22]
From Calamity To Conglomerate [5/89-p48]
Franchise/Entrepreneurial Guide [6/89-p31]
State Funds For Start-Ups [6/89-p42]
How Women Succeed As Entrepreneurs: Principles To Grow By [7/89-p50]
Something New Under The Sun [8/89-p9]
How Long Will You Stay? [9/89-p10]
NB Tips: New book, "The Entrepreneur & Small Business Financial Problem Solver" [9/89-p10]
Success By Surprise [9/89-p30]
Selling Your Firm May Hike Your Pay [9/89-p46]
Strategic Planning For Yourself [9/89-p48]
Battle Lines [10/89-p100]
A Team Approach From The Start [11/89-p9]
To Make The Grade, Just Go Do It [12/89-p12]
Get Your Business Plan Off The Shelf [12/89-p34]
ENVIRONMENT see also Energy Resources, Production & Use
Congressional Alert: The Cost Of Missed Clean-Air Deadlines [2/89-p70]
Congressional Alert: Climate Changes: A Global Concern [2/89-p70]
Congressional Alert: Arctic National Wildlife Refuge [5/89-p86]
Clean-Air Proposals Extend To Consumer Products [11/89-p16]
ESTATE PLANNING
Remove Life Insurance From Your Taxable Estate [2/89-p58]
How Much Is Your Business Worth? [2/89-p58]
Inherited IRAs [3/89-p68]
All In The Family [4/89-p73]
Finding Lost Insurance Policies [5/89-p70]
Congress Warms To Estate Freeze [6/89-p48]
Congressional Alert: Repeal Of Estate "Freeze" Change [6/89-p91]
A Tax Break On Estate Planning [7/89-p63]
Choosing An Executor [9/89-p9]
Estate-Freeze Battle Shifts To Senate Panel [10/89-p12]
ETHICS see also Management
No Easy Answers [7/89-p38]
Ethical Investing [8/89-p71]
Letters: Representing Defendants [9/89-p8]
Fun And Games--And Ethics [11/89-p38]
EXECUTIVES
Some Views From The Top [2/89-p6]
Job-Change Decisions Hinge On Health Benefits [3/89-p45]
Midterm Complacency Can Be Dangerous [5/9-p8]
Small-Business Computing: Executive Suite [7/89-p34]
88 Ways To Develop Executives [9/89-p48]
Twenty Guidelines For Leadership [9/89-p60]
EXECUTIVES (SPECIFIC)
Baker, Robert (Skyway Freight Systems) [5/89-p37]
Carver, Robert W. (Carver Corp.) [9/89-p63]
Child, Julia (American Institute of Wine and Food) [12/89-p29]
Clelandin, John L. (BellSouth Corp.; 1989-90 chairman, U.S. Chamber of Commerce) [6/89-p60]
Copeland, Al (Popeye's Famous Fried Chicken & Biscuits) [7/89-p52]
Dorney, Robert C. (Day-Timers Inc.) [2/89-p10]
Dresser, Robert A. (Stockbrokers Society) [9/89-p13]
Fox, Margaret (Cafe Beaujolais) [6/89-p11]
Griffin, Ben Hill Jr. (Ben Hill Griffin Inc.) [2/89-p46]
Gruber, May (Pandora Industries) [6/89-p40R*]
Libby, H. Morton (Libby Perszyk Kathman) [6/89-p16]
Miller, Arnold, Jack and Harvey (Quill Corp.) [1/89-p41]
Millner, Guy (Norrell Corp.) [10/89-p34]
Parker, Fess (Red Lion Inns) [7/89-p10]
Port, Sidney (Lawson Products Inc.) [4/89-p62]
Rich, Bob Jr. (Rich Products Inc.; Buffalo Bisons) [2/89-p42]
Rondel, Stephen A. (Advanced Products and Technologies Inc.) [6/89-p10]
Salick, Bernard (Salick Health Care Inc.) [8/89-p50]
Smiley, Walter (Systematics Inc.) [11/89-p74]
Smith, Karen (Blade Workers Products Inc.) [4/89-p9]
Snider, Ed (SPECTACOR) [5/89-p48]

HANDICAPPED

Thomas-Cote, Nancy (Barbara Thomas Enterprises Inc.) [10/89-p13]
Watson, James F. (Skyway Freight Systems) [5/89-p37]
Wilson, Kemmons (Wilson Inns) [3/89-p7]
Wilkes, Ed (Sunsign Manufacturing Co.) [8/89-p9]
EYES & EYESIGHT
The Sight Of Your Life [2/89-p55]
Through Glasses, Darkly [4/89-p77]

F

FAMILY BUSINESS

Cultural Changes In A Family Firm [1/89-p62]
Direct Line: All In The Family Business [2/89-p12]
Fathers And Sons: No Easy Business [2/89-p16]
Promote, Celebrate Your Family Ties [2/89-p16]
Partners In Entrepreneurship [3/89-p38]
Marrying Into A Family Business [4/89-p42]
Prenuptial Pacts Get Mixed Reviews [4/89-p46]
Welcoming In-Laws Into The Business [4/89-p48]
All In The Family (Estate taxes) [4/89-p73]
A Struggle For Control [6/89-p40R*]
Congress Wars To Estate Freeze [6/89-p48]
Give Your Daughter A Chance [6/89-p72]
Retired Dads: A Real Resource [6/89-p72]
Turning Arguments Into Agreements (Includes Negotiation Skills Inventory) [6/89-p74]
The Family That Works Together... [6/89-p80]
Congressional Alert: Repeal Of Estate "Freeze" [6/89-p91]
A Status Report On Congress: Family Business [8/89-p6]
The Role Of "Mom" [8/89-p40]
Do You Keep Too Many Secrets? [8/89-p42]
Staying Aboard After The Sale [9/89-p34]
Selling Your Firm May Hike Your Pay [9/89-p46]
State-Freeze Battle Shifts To Senate Panel [10/89-p12]
Fair Pay In Family Firms [10/89-p72]
Fun And Games--And Ethics [11/89-p38]
Professionalizing: A Necessary Hurdle [11/89-p38]
An Inside Look At Two Families [11/89-p39]
From The Bookshelf (Two new books for family-business members) [11/89-p39]
Straight Talk From Key Employees [11/89-p40]
Letters: No Parking In Family Firms [12/89-p4]
Direct Line: In Search Of... [12/89-p66]

FEDERAL BUDGET, FEDERAL DEFICIT see U.S. Govt.--Budget
FINANCIAL PLANNING see Bankruptcy, Business Failures; Consultants; Estate Planning; Investment (Individual); Securities
FOOD/BEVERAGE INDUSTRY & TRADE see also Agriculture; Restaurants
Fish Tales [1/89-p61]
A Magnet For Gourmets [1/89-p66]
Direct Line: Shrimp-Farm Start-Up [2/89-p12]
Direct Line: Another Fish Story [3/89-p25]
A Pizza The Action [5/89-p68]

Direct Line: Hoping To Harvest Herbs [6/89-p85]
Direct Line: Importing Ginseng [6/89-p86]
Liquid Gold (Lifeway Foods) [7/89-p14]
Going For The Goat (Goat-milk products) [8/89-p12]
Out Of This World (Garlic) [8/89-p13]
The Fruit Of The Vine (Wine) [9/89-p14]
Direct Line: Branch Water (Water-bottling) [9/89-p83]
Say It With Cookies [9/89-p87]
Water, Water, From Everywhere [10/89-p100]
Coffee, Tea, Or Bug Juice? [10/89-p100]
Direct Line: Sausage Saver (Food trade shows) [11/89-p93]
Direct Line: Coffee And Tea [11/89-p94]
Food For Thought (Julia Child) [12/89-p29]
FRANCHISING & LICENSING
Franchising Expos [1/89-p61]
Franchise/Entrepreneurial Guide [2/89-p61]
Franchising's Pathfinders [2/89-p61]
A Franchise? Or A Dealership? [3/89-p63]
Franchising Draws Minorities [4/89-p68]
Through Glasses, Darkly [4/89-p77]
Office Services By Franchise [5/89-p62]
A Pizza The Action [5/89-p68]
Franchise/Entrepreneurial Guide [6/89-p31]
Independents Try Franchising [6/89-p31]
How To Expand By Franchising [6/89-p33]
Making The Most Of Consultants [6/89-p36]
Temporary Solutions [7/89-p48]
Chicken That Packs A Punch [7/89-p52]
Franchise/Entrepreneurial Guide [8/89-p61]
Investing In Franchising [8/89-p61]
Faster Processing For Licenses (Export) [9/89-p9]
Franchises Under The Hood [9/89-p54]
Four Paths To Franchising [10/89-p75]
1990 Franchise Guide [10/89-p75]
The Disclosure Document [10/89-p78]
Out There On Your Own [10/89-p84]
Direct Line: House Of Cards (Hallmark franchise) [10/89-p92]
Direct Line: Office Help [10/89-p92]
Franchising's Appeal To Women [11/89-p63]
Franchising's House Calls [12/89-p47]
FREE TRADE see International Trade

G

GAMBLING

Don't Gamble With Addiction [2/89-p35R*]
GAMES & HOBBIES
You Too Can Play The Budget Game [2/89-p51]
Direct Line: Profitable Retirement [3/89-p25]
A Battle Of Words With The IRS (Difference between hobby and profitable activity) [3/89-p42]
It's Only Money (Board game) [9/89-p87]
Games In The Office (Computer games) [10/89-p65]
Fun And Games--And Ethics [11/89-p38]
When A Business Is Not A Business [12/89-p59]

GERMANY
German And U.S. Leaders Confer On Trade Issues [1/89-p78]

* Page numbers followed by letters are from sections not included in all editions.

Direct Line: German Toolmakers [6/89-p86]
GIFTS, GREETING CARDS, NOVELTIES & TOYS

Music To Their Ears (Music boxes) [3/89-p69]
Direct Line: Toy Troves [8/89-p77]
Direct Line: Greetings [8/89-p77]
Direct Line: House Of Cards [10/89-p92]
Time For A Dip (Watch that runs on liquid) [10/89-p100]
Direct Line: Executive Gifts [11/89-p93]
R2D2 Move Over, Here's Newton! (Personal robot) [11/89-p102]
Direct Line: High Flying (Kites) [12/89-p67]
It's In The Pouch (Gift cards) [12/89-p72]
GOLD see investment (Individual)
GOVERNMENT PROCUREMENT see also Defense Industry

Business' Role In War On Drugs [1/89-p5]
NB Tips: New guide tells small-business vendors how to get into federal Small Purchase Program [1/89-p8]
NB Tips: Dept. of Energy contracts [1/89-p8]
New Rule On "Helpers" May Soften Davis-Bacon Impact [5/89-p6]
NB Tips: New SBA publication on Federal Prompt Payment Act Amendments [8/89-p8]
New Law Puts Time Limit On Cashing Government Checks [8/89-p8]
Congressional Alert: Davis-Bacon Reform [8/89-p79]
NB Tips: New book, "Guide To Getting Paid Promptly By State and Local Agencies" [9/89-p10]
Simplifying Procurement [10/89-p10]
GOVERNMENT REGULATION

An Ignored Law Leaves Small Business Stranded [1/89-p8]
"Government Gone Crazy" [2/89-p20]
How To Comply With Section 89 [2/89-p22]
The Ever-Tightening Federal Grip On Employee Benefits [2/89-p26]
Defense Suppliers Gear Up For "Paperless" Pentagon [7/89-p6]
Changes Sought In Regulatory Law [12/89-p8]
How To Comply With The Polygraph Law [12/89-p36]
GOVERNMENTAL ASSISTANCE see Economic Development
GREECE

Special Advertising Section: Greece (First of two parts) [4/89-p57]
Letters: Caption Correction [5/89-p4]
Special Advertising Section: Greece (Second part) [5/89-p57]
Greece, A Place You Must Explore [5/89-p59]
GREETING CARDS see Gifts, Greeting Cards, Novelties & Toys

H

HANDICAPPED

Listening To An Inner Voice (Deaf computer executive John Yeh) [2/89-p52]
"An Environment Everyone Can Use" [5/89-p6]
Fingers Of Speech [7/89-p12]
Congressional Alert: Protections For Disabled Persons [10/89-p98]

HANDICRAFTS

HANDICRAFTS

- Direct Line: Cottage Cash [7/89-p68]
- Direct Line: Framing: The Question [12/89-p67]
- HEALTH CARE** see also AIDS, Health Insurance; Physical Fitness
 - Cancer And Your Diet [1/89-p69]
 - The Sight Of Your Life [2/89-p55]
 - Direct Line: Aiding Cancer Victims (Prostheses, wigs) [3/89-p25]
 - The Impact Of AIDS On Benefit Plans [3/89-p60]
 - TMJ: When Teeth Bite Back [3/89-p65]
 - Putting Your Finger On What Makes You Itch [4/89-p75]
 - Why Are You Hungry? [5/89-p69]
 - Beyond The Fringe: Late Word From The War On Baldness [6/89-p79]
 - Should You Go On A Very-Low-Calorie Diet? [7/89-p61]
 - Doing Good, Getting Well (Cancer treatment centers) [8/89-p52]
 - Light At The End Of The Carpel Tunnel [8/89-p69]
 - Flying Can Be A Pain In The Neck [9/89-p73]
 - Alzheimer's Disease: The Search For A Cure [10/89-p86]
 - Dinosaur Brains And Managing Stress [11/89-p46R*]
 - Esophageal Pain: Another Price Of Success [11/89-p89]
 - Wellness Works For Small Firms [12/89-p42]
 - Boning Up On Calcium [12/89-p57]
 - Direct Line: Nurses' Aid (Association for nursing agencies) [12/89-p67]
- HEALTH CARE COSTS** see Health Insurance
- HEALTH INSURANCE** see also Employee Benefits
 - A Checkup On Health Benefits [3/89-p45]
 - Mandated-Benefits Battle Resumes
 - Job-Change Decisions Hinge On Health Benefits
 - Fitness Day Promotes Workplace Exercise
 - Stressed Out On The Job
 - COBRA's Impact On Small Business
 - Problems With Cost Containment
 - Health-Care Nest Eggs
 - The Impact Of AIDS On Benefit Plans [3/89-p60]
 - Congressional Alert: Mandated Health Benefits [3/89-p79]
 - Editorial: A Typical Washington Story With A Typical Washington Ending (Catastrophic illness coverage) [3/89-p80]
 - Mandated Benefits' Costly Trap [4/89-p49]
 - NB Tips: New guide on complying with COBRA requirements on health plans [5/89-p8]
 - A Status Report On Congress: Mandated Health Care [8/89-p6]
 - Curbing The High Cost Of Health Care [9/89-p18]
 - Health Care, Canadian Style [9/89-p22]
 - Letters: Health Costs [10/89-p7]
 - Putting The Brakes On Costs [10/89-p8]
 - Congressional Alert: Mandated Health Benefits [10/89-p98]
 - Letters: Curing The High Cost Of Health Care [11/89-p4]
 - Health Insurance Tailored For Small Companies [11/89-p12]
 - Letters: The Ills Of Health Care [12/89-p5]

- Congressional Action Urged To Cut Health Costs [12/89-p10]
- Wellness Works For Small Firms [12/89-p42]

HIRING & FIRING see also Employees;

Immigration

- A Good Start For New Hires [1/89-p21]
- Letters: Bull's-Eye (New hires' staying on job) [3/89-p4]
- Tests To Target Dependability [3/89-p26]
- What Bosses Really Think Of Their New Recruits [4/89-p8]
- Would You Hire Them? [4/89-p16]
- Letters: In Defense Of Integrity Tests [5/89-p4]
- See You In Court (Wrongful discharge suits) [7/89-p17]
- Is A Barking Space Your Firm's Kind Of Park? (Unusual hiring interviews) [9/89-p10]
- For Love Or Money (Video Employment Agency) [11/89-p102]

HISPANIC-AMERICANS see Minorities

HOBBIES see Games & Hobbies

HOME-BASED BUSINESS

- Direct Line: Cottage Cash [7/89-p68]
- Look Who's Working At Home [10/89-p20]
 - Create Your Space, Choose Your Tools
 - Where You Can Go Before You Go Home
 - The Tax Questions

HOME CARE, DECORATION & FURNISHING

- Direct Line: Wallpaper Designs [2/89-p12]
- Franchising's Pathfinders [2/89-p61]
- Direct Line: A Corner On Water Beds [3/89-p25]
- Direct Line: Catalog Furniture [5/89-p16]
- Direct Line: Do-it-Yourself Decorating [6/89-p85]
- Repairing A Home-Repair Firm [8/89-p10]
- Cost-Effective Home Improvements [11/89-p91]

HOME-EQUITY LOANS see Loans

HONORS see Awards & Honors

HOTELS, MOTELS & INNS

- Letters: Reservations Recommended (Bed-and-breakfast inns) [2/89-p4]
- Kemmons Wilson Changes His Mind [3/89-p77]

King Of The Mild Frontier [7/89-p10]

The Cat's Meow (Hotel loans cats to guests) [9/89-p87]

HOUSING see Construction Industry

I

IMMIGRATION

- Opening Doors For Immigrants [8/89-p49]
- Congressional Alert: Visas For Skilled Workers [11/89-p100]

IMPORTING see International Trade

INCOME TAX see also Business Taxes; Capital Gains; Taxation; U.S. Govt.--Internal Revenue Service

- The "Wash Sale" Rule Gets Scrubbed Behind The Ears [1/89-p72]
- Check Your Mail Carefully [2/89-p58]
- Cash Transactions Still Interest IRS [2/89-p58]

* Page numbers followed by letters are from sections not included in all editions.

A Battle Of Words With The IRS

- [3/89-p42]
- A Spouse's Income Costs As Well As Pays [3/89-p66]

Home Is Where The Shelter Is [3/89-p67]

IRS To Implement Backup Withholding [3/89-p68]

Can't Pay Your Taxes? Tell The IRS [3/89-p68]

Direct Line: A Taxing Expansion (Income tax preparation) [4/89-p40]

Last-Minute Tax Decisions [4/89-p85]

Inaction Can Be Dangerous To Your Financial Health [4/89-p85]

Need More Time To File? [4/89-p86]

Boosting Medical Deductions [4/89-p86]

Skipping Your Audit [4/89-p86]

Generous To A Fault (Charitable contributions) [4/89-p86]

Reimbursable Job Expenses [4/89-p86]

Estimate Carefully To Avoid Penalties [5/89-p72]

Penalty Proliferation [5/89-p72]

Hold The Phone Deductions [5/89-p74]

For Tax Crises, Use 911 (New form) [5/89-p74]

Simpler Kiddie Taxes [5/89-p74]

Certitude With Certified Mail [5/89-p74]

Stay Put For Moving Expenses [5/89-p74]

Key Tax Changes In Sight [7/89-p60]

A Tax Break On Estate Planning [7/89-p63]

Documenting Deductions [7/89-p63]

Nondeductible IRAs Can Be Valuable [8/89-p68]

Rerouted Refunds And Other Reasons To Adjust Withholding [8/89-p70]

Outplacement Counseling [8/89-p70]

For Overseas Workers (And Those Considering A Job Abroad) [8/89-p70]

Creative Child Care [8/89-p70]

Not Filing Is Bad: Is It Fraud? [8/89-p70]

Surviving A Tax Audit [9/89-p40R*]

Sleeping Easy (IRS audits) [9/89-p74]

Catching Up On Estimated Taxes [9/89-p74]

Take Stock Of Your Investments [9/89-p74]

Charity Stops At Home [9/89-p76]

Action On Passive Activities [9/89-p76]

Living More Securely--And Saving On Taxes To Boot [10/89-p88]

Never Part With Originals (Tax documents) [10/89-p88]

Treasuries As Tax Shelters [10/89-p88]

Prepaying Possible Interest On A Disputed Tax Liability [10/89-p89]

Your Rights As A Taxpayer [11/89-p26]

How To Beat The Penalty For Underpaying Estimated Tax [11/89-p91]

Fewer "Comfort Rulings" [11/89-p91]

Rules For Borrowing From Retirement Plans [11/89-p92]

Accuracy On W-2 Forms [12/89-p59]

Erroneous Returns [12/89-p59]

Tax Benefits From Disaster Losses [12/89-p59]

When A Business Is Not A Business [12/89-p59]

Retirement Plan Reminder [12/89-p59]

Year-End Reminders [12/89-p60]

LAWS & LEGISLATION (FEDERAL)

INDIVIDUAL RETIREMENT ARRANGEMENTS see also Pensions & Pension Plans; Retirement
IRA Rollover's Ironclad Deadline [3/89-p67]
Inherited IRAs [3/89-p68]
Inaction Can Be Dangerous To Your Financial Health [4/89-p85]
What Nest For Your Egg? [6/89-p80]
Nondeductible IRAs Can Be Valuable [8/89-p68]
INFLATION see Economic Conditions & Forecasts
INFRASTRUCTURE see Public Works
INNS see Hotels, Motels & Inns
INSURANCE see also Health Insurance; Liability Insurance
Remove Life Insurance From Your Taxable Estate [2/89-p58]
Finding Lost Insurance Policies [5/89-p70]
More Insurance For Small Firms [6/89-p67]
Prepare Now For The Next Renewal [6/89-p70]
The Industry's Next Downturn [6/89-p71]
A Rate-Cut Law's Distant Reach (California's Proposition 103) [6/89-p71]
Slashing Insurance Premiums [8/89-p71]
Getting The Insurance Protection You Pay For [9/89-p75]
INTERIOR DECORATING see Home Care, Decorating & Furnishings
INTERNAL REVENUE SERVICE see U.S. Govt.-Internal Revenue Service
INTERNATIONAL TRADE see also Competitiveness
Seeking Better Trade Ties (Japan) [1/89-p50]
German And U.S. Leaders Confer On Trade Issues [1/89-p78]
Europe Also Beckons U.S. Entrepreneurs [2/89-p8]
To Sell In Japan, Meet The Japanese [2/89-p10]
U.S. Shoe Firms Thrive In High-Quality Market [2/89-p38]
Blunders Abroad [3/89-p54]
States Go Global For Small Firms [5/89-p44G*]
On The Front Lines In The Trade War [6/89-p10]
EC92 [6/89-p18]
Direct Line: Preparing To Go Abroad [6/89-p86]
Direct Line: Importing Ginseng [6/89-p86]
Direct Line: German Toolmakers [6/89-p86]
Information Finder [7/89-p32]
Oases Of Opportunity (Duty-free zones) [7/89-p45]
Editorial: Let's Keep Super 301 On The Right Course (U.S. Trade Law) [7/89-p72]
Faster Processing For Licenses (Export) [9/89-p9]
It Pays To Go The Extra Meter [9/89-p42]
More On Metric [9/89-p43]
A New Era In Trade (U.S.-Canadian free-trade pact) [9/89-p67]
Learn About Canada From The BOSS [10/89-p10]
Heinz Seeks A New Agency To Screen Exports [10/89-p12]
Direct Line: Sports Arena [10/89-p92]
A Guide To Update Business On EC92 [11/89-p12]

Bentsen Says Trade Law Is Working As Intended [11/89-p16]
Openings Abroad For Enterprise [11/89-p66]
New Service To Exporters (Japan) [11/89-p70]
SBA Plans Trade Fair In Seattle (Export Expo 1990) [12/89-p8]
Keeping Up With EC92 [12/89-p38]
GATT's Influence For Free Trade [12/89-p54]
Editorial: Free-Market Economics: Antidote For War And Poverty [12/89-p71]
INVENTIONS & INVENTORS see Patents, Copyright & Trademarks
INVENTORY CONTROL
Wider Uses For Bar Codes [3/89-p34]
INVESTMENT (INDIVIDUAL) see also Art/Photography; Securities
Payroll Savings Pay Off In Bonds [5/89-p45]
Certificates Of Deposit: It Pays To Shop Around [7/89-p62]
Investing In Franchising [8/89-p61]
Ethical Investing [8/89-p71]
Churning Investment Accounts [8/89-p71]
Direct Line: Financial Planners [8/89-p77]
Becoming A Good Stock Picker [12/89-p58]
A Red Flag On Penny Stocks [12/89-p58]
Stopping Your Losses [12/89-p58]
Street Talk (Book of stock-market terms) [12/89-p72]

J - K

JAPAN

Seeking Better Trade Ties [1/89-p50]
To Sell In Japan, Meet The Japanese [2/89-p10]
Trading Views With Japan (Nation's Business videoconference) [5/89-p34]
New Service To Exporters [11/89-p70]
JOB TRAINING see Education & Job Training
JOINT VENTURES see Special Advertising Sections portion of Index

KEOGH PLANS

see Retirement
Special Advertising Section: Korea [6/89-p53]

L

LABELING see Packaging & Labeling
LABOR LEGISLATION see Employee Benefits
LABOR UNIONS
Labor Targets The States On Benefits [1/89-p16]
Congressional Alert: Union Advantage In Construction [5/89-p86]
New Bill To Define Rights Of Workers In Union Dealings [6/89-p8]
LAW & LEGISLATION (FEDERAL) see also Congressional Alert in Regular Features & Special Sections portion of Index
Law Helps Businesswomen [1/89-p19]
Closing Law's Key Provisions [1/89-p58]
A Law More Than Merely "Technical" (Corrections to 1986 Tax Reform Law) [1/89-p72]
The Ever-Tightening Federal Grip On Employee Benefits [2/89-p26]

Page numbers followed by letters are from sections not included in all editions.

A Push To Repeal Section 89 [3/89-p6]
Mandated-Benefits Battle Resumes [3/89-p45]
Editorial: Business: Applaud The Cooperation But Be Prepared For The Conflict (Pres. Bush and Congress) [3/89-p80]
Editorial: A Typical Washington Story With A Typical Washington Ending (Catastrophic illness bill) [3/89-p80]
"Antibusiness Bills" Reappear [4/89-p6]
NB Tips: Four new publications on business-related issues facing Congress [4/89-p8]
Editorial: Congress' Minimum-Wage Bill: What The Outcome Will Say About Who's In Charge [5/89-p87]
A Minimum-Wage Confrontation [6/89-p8]
New Bill To Define Rights Of Workers In Union Dealings [6/89-p8]
Congress Warms To Estate Freeze [6/89-p48]
Section 89 Among House GOP Targets [7/89-p6]
Laws Protecting Employees' Rights [7/89-p24]
Useful Books On Employment Law [7/89-p26]
The Push To Trim Capital-Gains Tax [7/89-p56]
Editorial: Let's Keep Super 301 On The Right Course (U.S. Trade Law) [7/89-p72]
A Status Report On Congress [8/89-p6]
--Mandated Health Care
--Minimum Wage
--Child Care
--Section 89
--Mandated Parental Leave
--Family Business
New Law Labeled Damaging To Service-Based Retailers (Consumer Protection Against Price-Fixing Act) [8/89-p8]
The Battle Over Pension Surpluses [8/89-p66]
Editorial: There's Only One Way To Clean Up This Misunderstanding (Section 89) [8/89-p80]
An Alternative To Mandates (Health care) [9/89-p26]
Rostenkowski Concedes On Section 89 [10/89-p12]
Heinz Seeks A New Agency To Screen Exports [10/89-p12]
Proposal On Venture Capital [11/89-p16]
Clean-Air Proposals Extend To Consumer Products [11/89-p16]
Bentsen Says Trade Law Is Working As Intended [11/89-p16]
Changes Sought In Regulatory Law [12/89-p8]
Bill Targets Copyright Infringement By States [12/89-p10]
A Brighter Outlook For Product-Liability Reform [12/89-p10]
Looking Beyond Section 89 [12/89-p27]

SUBJECT INDEX

LAWS & LEGISLATION (STATE)

LAWS & LEGISLATION (STATE)

Labor Targets The States On Benefits [1/89-p16]
A Rate-Cut Law's Distant Reach (California's Proposition 103) [6/89-p71]
States Forging Ahead On Mandated-Leave Proposals [11/89-p14]

LEASES & LEASING

The Leased Advantages (Cars and trucks) [5/89-p40]
Letters: Corrections to article "The Leased Advantages" [6/89-p4]

LEGAL SERVICES see also Litigation
NB Tips: New book, "100 Ways To Cut Legal Fees and Manage Your Lawyer" [2/89-p8]
Franchising's Pathfinders [2/89-p61]
Managing Your Lawyer [4/89-p70]
Your Firm May Need A "Legal Checkup" [7/89-p20]
Letters: Representing Defendants [9/89-p8]

LICENSES see Franchising & Licensing

LITERACY see also Education & Job Training
Letters: Literally Speaking [2/89-p5]

LITIGATION see also Legal Services
New Hope For Relief From Crush Of Liability Suits [4/89-p8]
See You In Court (Employee suits against employers) [7/89-p17]
Letters: Bring Order To The Courts [9/89-p4]
Rulings Won't Halt Rash Of Litigation (Supreme Court job-bias rulings) [9/89-p12]
Writing The Book On Employees (Company handbook) [12/89-p50]
Courts Clamp Down On Boards [12/89-p52]

LOANS see also Banks & Banking; Credit; Credit Cards & Accounts; Economic Development; Venture Capital
Direct Line: Tugs For Teens, Loans For Women [1/89-p57]
Small-Business Owners Put Their Homes On The Line [4/89-p6]
Banking On Women Owners [5/89-p28]
Keoghs As Collateral [8/89-p70]
Home-Equity Loans Acquire A New Look [9/89-p75]
Treasury Wants Firms To Offer "Flex" Loans [10/89-p12]
Bridging The Gap [11/89-p90]
Rules for Borrowing From Retirement Plans [11/89-p92]
Cosigning Pitfalls [12/89-p59]

M

MAGAZINES

Targeting The Military Market (Military Lifestyle magazine) [5/89-p66]

MAIL SERVICES see Delivery & Mail Services

MAILING LISTS see Marketing

MAIL-ORDER BUSINESS

Direct Line: Catalog Furniture [5/89-p16]
Direct Line: Mail-Order How-Tos [6/89-p86]
Selling On A Shoestring [11/89-p78]
Direct Line: Direct Mail [12/89-p66]

MALAYSIA

Special Advertising Section: Malaysia [10/89-p53]
MANAGEMENT see also Communications; Corporations; Employees; Hiring & Firing
A Good Start For New Hires [1/89-p21]
Take Charge Of Your Phones [1/89-p25]
When An Employee's Performance Slumps [1/89-p44]
Direct Line: All In The Family Business [2/89-p12]
Six Ways To Be "Family-Friendly" [3/89-p9]
Bridging Your Workers' "Motivation Gap" [3/89-p30]
Wider Uses For Bar Codes [3/89-p34]
What Bosses Really Think Of Their New Recruits [4/89-p8]
Women Managers: A Certain Style [4/89-p12]
Take Charge Of Your Job [4/89-p36]
Creating The Best Work Culture [4/89-p38R*]
It's Show Time for Business (Company videos) [4/89-p54]
Managing Your Lawyer [4/89-p70]
Bad Debts Are Worth Collecting [5/89-p53]
You Are The Customer, You Are The Company [5/89-p60R*]
AIDS Concerns For Business [6/89-p75]
Listen Carefully [6/89-p78]
No Easy Answers (Ethics) [7/89-p38]
Shape Up Your Firm's Image [7/89-p42]
The Role Of "Mom" [8/89-p40]
Do You Keep Too Many Secrets? [8/89-p42]
Learn Your Firm's Inside Story [8/89-p59]
Twenty Guidelines For Leadership [9/89-p60]
Read This Article IMMEDIATELY (Procrastination) [10/89-p68]
Battle Lines [10/89-p100]
A Team Approach From The Start [11/89-p9]
Professionalizing: A Necessary Hurdle [11/89-p38]
Dinosaur Brains And Managing Stress [11/89-p46R*]

MANUFACTURING

Manufacturers Urged To Work With Suppliers [2/89-p6]
Direct Line: Profitable Retirement (Making trophies and awards) [3/89-p25]
Cutting Through Start-Up Problems [4/89-p9]

MARKETING see also Advertising;

Mail-Order Business
Fish Tales [1/89-p61]
The Mature Market [1/89-p61]
In The Blue Chips [2/89-p54]
Total Compensation Soars For Marketing Executives [3/89-p8]
NB Tips: New software assesses product or service market potential in 3,000 U.S. and Canadian cities [3/89-p9]

Shape Up Your Firm's Image [7/89-p42]
Sport Tie-Ins Help Firms Score [9/89-p36]

NB Tips: New publication, "Outstanding Business Opportunities In A Graying America" [11/89-p14]

Selling On A Shoestring [11/89-p78]

Direct Line: Firm Lists [12/89-p66]

Direct Line: Direct Mail [12/89-p66]

MATERNITY & PATERNITY LEAVES see Employee Benefits

MEDICARE see Health Care; Health Insurance

* Page numbers followed by letters are from sections not included in all editions.

MENTOR PROGRAMS

With A Little Help From Her Friends [1/89-p28]
Women Mentors For Entrepreneurs (SBA program) [1/89-p28]
Mentors For Women (Clairol Mentor Program competition) [9/89-p48]

MERGERS, ACQUISITIONS & DIVESTITURES

Selling Your Firm May Hike Your Pay [9/89-p46]
Takeover Expenses: Deductible Or Not? [10/89-p89]
Takeover Expenses, Continued [11/89-p92]
Direct Line: Selling An Idea [11/89-p94]
Direct Line: Selling A Business [11/89-p94]
Letters: To Sell Or Not To Sell [12/89-p5]

MEXICO

Special Advertising Section: Mexico [5/89-p44A*]
Mexican Economy's Bold Initiatives [5/89-p44B*]
Industrias Resistol: World Competitor [5/89-p44D*]
IBM De Mexico: Bullish On Future [5/89-p44E*]
MINIMUM WAGE see Wages & Salaries
MINORITIES

Franchising Draws Minorities [4/89-p68]
Direct Line: Minority Businesses [8/89-p78]
SBA Amends 8(a) Rules On Minority Firms [11/89-p14]

MORTGAGES

Points On Home Buying [6/89-p82]
Direct Line: Mortgage Interest (Becoming mortgage broker) [10/89-p91]

MOTELS see Hotels, Motels & Inns

MOTION PICTURES see Entertainment

N

NATIONAL DEBT

see U.S. Govt.--Budget

NATION'S BUSINESS MAGAZINE

Letters: Direct Line Fan [1/89-p4]
German And U.S. Leaders Confer On Trade Issues (Nation's Business videoconference) [1/89-p78]

Trading Views With Japan (Nation's Business videoconference) [5/89-p34]

Editor's Note: Brighter, Fresher, Crisper (Design and editorial changes in magazine) [9/89-p3]

NONPROFIT ORGANIZATIONS

Nonprofit Groups: An Unfair Edge? [4/89-p33]

NOVELTIES see Gifts, Greeting Cards, Novelties & Toys

NURSES & NURSING see Health Care

O

OCCUPATIONAL HAZARDS & INJURIES

NB Tips: SBA publication on workers' right-to-know regulations on hazardous substances [2/89-p8]
Stressed Out On The Job [3/89-p45]
Direct Line: Free Help On Fearsome Fibers (Asbestos) [4/89-p40]
Congressional Alert: Health-Risk Notification [7/89-p71]

RETAIL STORES & TRADE

Light At The End Of The Carpal Tunnel [8/89-p69]
OSHA Lacks Impact On Worker Safety [8/89-p72]
Letters: An Accident Waiting To Happen [10/89-p7]
NB Tips: New pamphlet, "How To Comply With OSHA Hazardous Materials Standard Rules" [12/89-p88]
OFFICES/OFFICE EQUIPMENT, FURNITURE & SUPPLIES
Brother Act (Quill Corp.) [1/89-p41]
Office Machines: More, Better, Cheaper (Copiers, voice mail, typewriters, facsimile machines, personal and lap-top computers, software) [2/89-p30]
A Fresh Start After 40 (Business equipment replacement parts) [4/89-p62]
A Blast From The Past (PAD office supply company) [4/89-p79]
Office Services By Franchise [5/89-p62]
Is This Move Necessary? [9/89-p10]
Direct Line: Office Help [10/89-p92]
Office Gear On The Go [11/89-p56]
OIL see Energy Resources, Production & Use
OPTIONS TRADING see Securities

P

PACKAGING & LABELING
Wider Uses For Bar Codes [3/89-p34]
A Tax Jolt By Design (New IRS ruling on package-design costs) [6/89-p82]
PARENTAL LEAVE see Employee Benefits
PARTNERSHIPS
Direct Line: Teaming Up [11/89-p94]
Direct Line: Two For One [11/89-p94]
PATENTS, COPYRIGHT & TRADEMARKS
see also Trade Secrets
Direct Line: An Idea Worth Protecting [1/89-p57]
Direct Line: Patent Process [7/89-p67]
Direct Line: Stealing Ideas [7/89-p68]
Direct Line: Secret Service [10/89-p91]
An Equal Footing On Trademarks [11/89-p12]
Bill Targets Copyright Infringement By States [12/89-p10]
PENSIONS & PENSION PLANS see also Individual Retirement Arrangements; Retirement
New Rules May Force Rewriting Of Pension Plans [2/89-p24]
Congressional Alert: Pension-Asset Reversions [7/89-p71]
The Battle Over Pension Surpluses [8/89-p66]
PETROLEUM INDUSTRY see Energy Resources, Production & Use
PETS
Direct Line: Flying Start (Pet shop specializing in birds) [9/89-83]
The Cat's Meow (Hotel loans cats to guests) [9/89-p87]
PHILANTHROPY see Charitable Contributions & Organizations/ Voluntarism
PHOTOGRAPHY see Art/Photography; Games & Hobbies

PHYSICAL FITNESS see also Health Care Fitness Day Promotes Workplace Exercise [3/89-p45]
Direct Line: Fit To Work (Company fitness program) [9/89-p83]
Employee Fitness Day Set [12/89-p57]
Against The Flow (Swimming machines) [12/89-p72]
PHYSICIANS see Health Care
PLANT CLOSINGS
Closing Law's Key Provisions [1/89-p58]
POLITICAL FINANCE
Congressional Alert: Campaign Financing [5/89-p86]
POLYGRAPH TESTING see Tests & Testing
POSTAL SERVICE see Delivery & Mail Services
PRINTING & PUBLISHING see also Books; Magazines
NB Tips: New desktop video technology available [8/89-p8]
Direct Line: For Fun And Profit (Finding publisher) [12/89-p67]
PRIVATIZATION
A Bigger Role For Private Firms In Moving The Mail [3/89-p8]
The Private Path To New Highways [8/89-p19]
PRODUCT LIABILITY
New Hope For Relief From Crush Of Liability Suits [4/89-p8]
Congressional Alert: Uniform Standards In Product Liability [4/89-p87]
Congressional Alert: Product Liability [8/89-79]
New Hope For Action On Product-Liability Reform [9/89-p12]
Editorial: Reform The Product-Liability System To Prevent Further Economic Harm [9/89-p86]
A Brighter Outlook For Product Liability Reform [12/89-p10]
PRODUCTIVITY
Smart Approaches To Productivity [10/89-p97]
Productivity: Key To Growth [11/89-p99]
Letters: Circumstantial Evidence? [12/89-p4]
PROMPT PAYMENT see Accounts Payable & Receivable; Government Procurement
PROTECTIONISM see International Trade
PUBLIC SPEAKING
Leave Them Laughing (Women as public speakers) [10/89-p49]
PUBLIC WORKS see also Government Procurement
Our Crumbling Infrastructure [8/89-p16]
The Private Path To New Highways [8/89-p19]
Letters: Infrastructure Perspectives [10/89-p6]
Letters: Picking Up The Pieces [11/89-p6]
PUBLISHING see Printing & Publishing

Q

QUALITY CONTROL
How The Baldrige Winners Did It (Malcolm Baldrige National Quality Awards) [1/89-p32]
Do You Want To Compete? [Baldrige Awards] [1/89-p34]

* Page numbers followed by letters are from sections not included in all editions.

Manufacturers Urged To Work With Suppliers [2/89-p6]

R

REAGAN, RONALD W.
National Chamber Foundation Honors President Reagan [1/89-p5]
REAL ESTATE
Franchising's Pathfinders [2/89-p61]
Home Is Where The Shelter Is [3/89-p67]
King Of The Mild Frontier [7/89-p10]
Depreciating Land [8/89-p68]
The Man With The Hammer (Auctioneer) [12/89-p16]
RECESSION see Economic Conditions & Forecasts
RECREATION/SPORTS & SPORTS FACILITIES
Buffalo's Rich Baseball Legacy [2/89-p42]
Direct Line: Just For The Sport Of It [3/89-p25]
Direct Line: Setting Sale In Marinas [5/89-p16]
From Calamity To Conglomerate (Spectrum arena in Philadelphia) [5/89-p48]
Sports Tie-Ins Help Firms Score [9/89-p36]
Direct Line: Rolling Right Along (Roller-skating rink) [9/89-p82]
Cities Get Into The Game (Attracting sports revenue) [11/89-p48]
Midnight Rescue (Late-night basketball) [11/89-p86]
Direct Line: Wash And Roll (Bowling-ball cleaning service) [11/89-p93]
Winning In A Walk [12/89-p13]
Direct Line: Campground Groundwork [12/89-p66]
RECYCLING see Waste Disposal
RED TAPE see Government Regulation
RELOCATION OF BUSINESS
Direct Line: Locating Relocating Counselors [4/89-p40]
Is This Move Necessary? [9/89-p10]
RESTAURANTS see also Food/Beverage Industry & Trade
The Taste Of Mendocino [6/89-p11]
Direct Line: Giving Employees The Business [6/89-p85]
Fast Food Gets Faster With Orders By Computer [7/89-p8]
Chicken That Packs A Punch [7/89-p52]
Folding Napkins To Ring Up Sales [7/89-p58]
Direct Line: A Basic Menu [9/89-p83]
Endangered Species [10/89-p18]
A Complete Menu (New book, "The Restaurant Book") [10/89-p100]
Memories For Sale [12/89-p18]
RETAIL STORES & TRADE

Direct Line: Togs For Teens, Loans For Women [1/89-p57]
A Magnet For Gourmets [1/89-p66]
Neighborhood Drugstores: Down But Not Doomed [3/89-p9]
Direct Line: Just For The Sport Of It [3/89-p25]
Direct Line: Filling Tall Orders [3/89-p25]
Music To Their Ears [3/89-p69]

RETIREMENT

Woman With A Large Idea [3/89-p71]
"Merchandise That Motivates" [5/89-p64]
Direct Line: Bookstore-Business Browsing [6/89-p86]
Proposed Law Labeled Damaging To Service-Based Retailers (Consumer Protection Against Price-Fixing Act) [8/89-p8]
Direct Line: A Bridal-Shop-To-Be? [8/89-p77]
Direct Line: Sweats And Sweaters [8/89-p77]
Direct Line: Religious Products [8/89-p78]
Direct Line: Clothes Connections [9/89-p82]
Direct Line: Flying Start (Pet Shop) [9/89-p83]
The Shape Of 1990: A New Projection [10/89-p8]
Direct Line: Balance Sheet Music (Financial consultant) [10/89-p92]
Direct Line: Computer Connections [11/89-p93]
Direct Line: Executive Gifts [11/89-p93]
Direct Line: Sheet Shop [11/89-p94]
Direct Line: Coffee And Tea [11/89-p94]
RETIREMENT see also Individual Retirement Arrangements; Pensions & Pension Plans
Health-Care Nest Eggs [3/89-p48]
Inaction Can Be Dangerous To Your Financial Health (Accrued benefits from retirement plans and IRAs) [4/89-p85]
Entrepreneurial Bug Biting More Older Americans [5/89-p6]
Retired Dads: A Real Resource [6/89-p72]
Active Roles For Retirement Years [6/89-p73]
What Nest For Your Egg? [6/89-p80]
Keogh Alert [7/89-p63]
Letters: Retiring Income Limits For The Elderly [8/89-p4]
Nondeductible IRAs Can Be Valuable [8/89-p68]
Keogh As Collateral [8/89-p70]
Congressional Alert: Early-Retirement Benefits [9/89-p85]
When It's Time To Go [11/89-p74]
Rules For Borrowing From Retirement Plans [11/89-p92]
Retirement Plan Reminder [12/89-p59]
RISK MANAGEMENT see Insurance

S

SALARIES see Wages & Salaries
SALES & SELLING see Marketing
SECTION 89, U.S. TAX CODE see also Employee Benefits
"Government Gone Crazy" [2/89-p20]
How to Comply With Section 89 [2/89-p22]
A Push To Repeal Section 89 [3/89-p6]
Letters: Reaction To Section 89 [4/89-p4]
Section 89: Beyond Repair [4/89-p65]
What's In The Regulations? [4/89-p66]
Congressional Alert: Section 89: A Benefits Bombshell [4/89-p87]
Doubts Multiply On Section 89 (Readers' questions answered) [5/89-p17]
Changes Ahead For Section 89 [6/89-p6]
Section 89 Among House GOP Targets [7/89-p6]
A Status Report On Congress: Section 89 [8/89-p6]

Editorial: There's Only One Way To Clear Up This Misunderstanding [8/89-p80]
Section 89 May Be Delayed [9/89-p12]
Rostenkowski Concedes On Section 89 [10/89-p12]
Editorial: How The Good Guys Won The Battle Of Section 89 [11/89-p101]
Looking Beyond Section 89 [12/89-p27]
SECURITIES
Common Sense About Capital Gains [1/89-p48]
The "Wash Sale" Rule Gets Scrubbed Behind The Ears [1/89-p72]
Minority Shareholders Have Rights, Too [3/89-p68]
Building Your Own Portfolio [4/89-p30]
Payroll Savings Pay Off In Bonds [5/89-p45]
When To Fight, When To Switch [9/89-p13]
Take Stock Of Your Investments [9/89-p74]
Hidden Mutual-Fund Fees [9/89-p75]
Treasuries As Tax Shelters [10/89-p88]
SECURITY SYSTEMS
Small-Business Computing: Security [7/89-p35]
Savings Promised Under New Check-Verification System [8/89-p8]
Outwitting The Hackers [9/89-p17]
Living More Securely--And Saving On Taxes To Boot [10/89-p88]
SERVICES
Slower Growth Expected For The Service Sector [1/89-p12]
Direct Line: A Business For Business (Meetings and conferences) [1/89-p57]
Direct Line: Crafting Cleaning Contracts [2/89-p12]
Franchising's Pathfinders [2/89-p61]
Threading The Needle (Tailor shops) [3/89-p70]
Direct Line: A Taxing Expansion (Income tax preparation) [4/89-p40]
A Fresh Start After 40 (Business equipment replacement parts) [4/89-p62]
Direct Line: Building Body-Shop Business [5/89-p16]
Office Services By Franchise [5/89-p62]
Direct Line: Dry-Cleaning Articles [6/89-p86]
Direct Line: Greenery On Loan [7/89-p67]
Repairing A Home-Repair Firm [8/89-p10]
Direct Line: What Would You Pay You? [8/89-p78]
Direct Line: Diaper Service [9/89-p82]
Direct Line: Quick Changes (Oil-change service) [9/89-p83]
Direct Line: Secret Service [10/89-p91]
Direct Line: Clearing The Heir (Tracing unclaimed property) [10/89-p91]
Direct Line: Mortgage Interest (Mortgage broker) [10/89-p91]
Direct Line: This Space For Rent [10/89-p91]
Direct Line: Wash And Roll (Bowling ball cleaning) [11/89-p93]
Franchising's House Calls [12/89-p47]
SHOES see Clothing
SMALL BUSINESS
NB Tips: New guide on getting into federal Small Purchase Program [1/89-p8]
NB Tips: Dept. Of Energy contracts for researching technologically innovative ideas [1/89-p8]
An Ignored Law Leaves Small Business Stranded (Regulatory Flexibility Act) [1/89-p8]
Small Business Briefs Mr. Bush [1/89-p20]
A Look At New "How-To" Books For Small Business [2/89-p6]
Small Business Reassured By New President's Views [2/89-p8]
Wider Uses For Bar Codes [3/89-p34]
COBRA's Impact On Small Business [3/89-p48]
States Go Global For Small Firms [5/89-p44G*]
NB Tips: New book, "The Small Business Financial Planner" [6/89-p8]
More Insurance For Small Firms [6/89-p67]
NB Tips: SBA book, "The States And Small Business" [7/89-p8]
Small Business Computing (Good values in hardware and software) [7/89-p32]
Folding Napkins To Ring Up Sales (SBA's 1989 Small Business Person of the Year; state winners listed) [7/89-p58]
Small Businesses Continue To Set The Pace In New Jobs [8/89-p8]
NB Tips: New book, "The Entrepreneur & Small Business Financial Problem Solver" [9/89-p10]
Symposiums For Improving Small Firms' Success [11/89-p12]
NB Tips: Small-Business Answers (SBA Answer Desk) [11/89-p14]
Changes Sought In Regulatory Law (Regulatory Flexibility Act) [12/89-p8]
NB Tips: SBA sponsors 10th National Legislative Conference on Small Business [12/89-p8]
SOCIAL SECURITY
Are You Overpaying Social Security? [7/89-p63]
Letters: Retiring Income Limits For The Elderly [8/89-p4]
Combined Salary Cuts Taxes [9/89-p75]
Payroll Taxes Will Go Up Jan. 1 [12/89-p10]
SOFTWARE see Computers & Software
SPORTS see Recreation/Sports & Sports Facilities
STATES (U.S.)
Labor Targets The States On Benefits [1/89-p16]
States Go Global For Small Firms [5/89-p44G*]
State Funds For Start-Ups [6/89-p42]
NB Tips: SBA book, "The States And Small Business" [7/89-p8]
States Forging Ahead On Mandated-Leave Proposals [11/89-p14]
Unemployment Benefits: How The States Compare [11/89-p11]
STOCKS, STOCK MARKET see Securities
STRESS see Health Care
SUBSTANCE ABUSE see also Tests & Testing
Business' Role In War On Drugs [1/89-p5]
When An Employee's Performance Slumps [1/89-p44]
NB Tips: New publication, "Drug Abuse in the Workplace: An Employer's Guide to Prevention" [6/89-8]
On The Job Against Drugs [7/89-p29]
Bush Urges Business To Act Against Drugs [10/89-p12]

* Page numbers followed by letters are from sections not included in all editions.

Editorial: The Most Effective Weapon In The War Against Drugs: The Paycheck [10/89-p99]
Business Moves Against Drugs [11/89-p82]
Midnight Rescue (Late-night basketball in fight against crime and substance abuse) [11/89-p86]

T**TAIWAN**

Special Advertising Section: Taiwan [8/89-p27]
One-Stop Shopping For U.S. Business (Taipei World Trade Center) [8/89-p29]
Premier Lee Huan [8/89-p31]
Beijing Massacre Stuns Taiwan [8/89-p34]
TAX REFORM ACT OF 1986 see also
 Section 89, U.S. Tax Code
A Law More Than Merely "Technical" [1/89-p72]
New Rules May Force Rewriting Of Pension Plans [2/89-p24]
How Tax Changes Affect Business [2/89-p57]

TAXATION see also Business Taxes; Income Tax; U.S. Govt.; Internal Revenue Service
A Law More Than Merely "Technical" (Corrections to 1986 Tax Reform Act) [1/89-p72]
Taxpayers Bill Of Rights [2/89-p57]
 Editorial: Now It's Time For Congress To Read Voters' Lips On Tax Increases [2/89-p71]

Look Before You Leap Into A VAT (Value-added tax) [4/89-p52]
 Letters: Defending The VAT [6/89-p4]
 Editorial: Congress Should Look To A Tax Cut, Not An Increase, To Curb The Deficit [6/89-p92]

A Value-Added Tax Would Harm The Economy [7/89-70]

Letters: More On VAT [11/89-p6]

Who's Paying What [12/89-p59]

TAX SHELTERS see Income Tax

TECHNOLOGICAL INNOVATION see also Patents, Copyright & Trademarks

The Coming Era Of Tiny Technology [1/89-p46R*]

Wider Uses For Bar Codes [3/89-p34]

Small-Business Computing: Hardware (Text-reading scanners) [7/89-p35]

Success By Surprise [9/89-p30]

New Name; Same Bad Idea (Pres. Bush's "industry-led partnerships with government") [9/89-p84]

Trucks Turn To High Tech [10/89-p38]

The Rainbow Maker (Motion picture colorization) [11/89-p41]

Office Gear On The Go [11/89-p56]

TELECOMMUNICATIONS

Take Charge Of Your Phones [1/89-p25]

Voice Mail: A Smart Message System [2/89-p30]

Hold The Phone Deductions [5/89-p74]

Small-Business Computing: Screen Dreams (Videotex) [7/89-p34]

Small Business Computing:

Communications [7/89-p34]

Another Medium For The Message (Voice mail) [8/89-p54]

If A Computer Answers, Don't Hang Up [8/89-p55]
Letters: Getting The Message Clear (Voice mail) [10/89-6]
Office Gear On The Go [11/89-p56]
Letters: A Voice On The Phone (Answering services) [12/89-p4]
TELEMARKETING see Marketing
TELEPHONES see Telecommunications
TELEVISION

Soviet TV's U.S. Channel [2/89-p18R*]
Lights! Camera! Hammer And Nails! (Special effects) [6/89-p12]
You Are The Customer, You Are The Company (PBS series "Growing A Company") [5/89-p60R*]
Putting Your Best Self Forward [8/89-p46]
"First Business" Debuts Sept. 11 [9/89-p12]
He's A Howling Success At Bringing Comics To Life (Animator Bill Melendez) [10/89-p16]

Food For Thought (Julia Child) [12/89-p29]

TEMPORARY WORKERS see Employees; Employment; Hiring & Firing

TESTS & TESTING see also Substance Abuse

Tests To Target Dependability [3/89-p26]

Letters: In Defense Of Integrity Tests [5/89-p4]

NB Tips: College of American Pathologists video "Employee Drug Testing" [5/89-p8]

On The Job Against Drugs [7/89-p29]

Answers To Employers' Chief Questions On Drug Testing [7/89-p30]

Congressional Alert: Drug Testing In The Workplace [8/89-p79]

Letters: Sobering Points About Drug Tests [9/89-p8]

Letters: Drug Testing [11/89-p8]

When He Hears, Others Listen (Acoustic emission sensors) [11/89-p18]

How To Comply With The Polygraph Law [12/89-p36]

TOYS see Gifts, Greeting Cards, Novelties & Toys

TOURISM, TRAVEL & VACATIONS

Letters: Reservations Recommended (Bed-and-breakfast inns) [2/89-p4]

Franchising's Pathfinder [2/89-p61]

The Accidental Tourist (Computer that translates) [4/89-p78]

Greece, A Place You Must Explore [5/89-p59]

Direct Line: Here's The Ticket (Travel agency) [9/89-p82]

For Your Getaway (New book on business travel) [9/89-p87]

Cities Get Into The Game (Attracting sports revenue) [11/89-p48]

TRADE DEFICITS see International Trade

TRADE SECRETS

Direct Line: An Idea Worth Protecting [1/89-p57]

Direct Line: Stealing Ideas [7/89-p68]

Do You Keep Too Many Secrets? [8/89-p42]

Outwitting The Hackers [9/89-p17]

Direct Line: Secret Service [10/89-p91]

TRADE SHOWS & FAIRS

Direct Line: Tracking Trade Shows [1/89-p57]

Franchising Expos [1/89-p61]

Europe Also Beckons U.S. Entrepreneurs [2/89-p8]

Canada's Trade Shows: Sales Leads On Display [9/89-p71]
Direct Line: Sausage Saver (Food trade shows) [11/89-p93]

SBA Plans Trade Fair In Seattle (Export Expo 1990) [12/89-p8]

TRADEMARKS see Patents, Copyright &

Trademarks

TRANSPORTATION

Go With The Flow (Skyway Freight Systems) [5/89-p37]
Our Crumbling Infrastructure [8/89-p16]

Letters: Infrastructure Perspectives [10/89-p6]

TRUCKS see Automobiles & Trucks

TRUSTS

Remainder Trusts You Can Trust [6/89-p80]

U

UNEMPLOYMENT see Economic Conditions & Forecasts; Employment

UNEMPLOYMENT COMPENSATION

Unemployment: Cutting The Costs [11/89-p71]

Unemployment Benefits: How The States Compare [11/89-p71]

UNION OF SOVIET SOCIALIST REPUBLICS

Soviet TV's U.S. Channel [2/89-p18R*]

Editorial: Why Soviet Leader Gorbachev's Task Is So Difficult [2/89-p71]

Glasnost By The Book (Russian-language bookstore in Maryland) [5/89-p57]

Sen. Nunn Briefs Business Group On Soviet Changes [11/89-p16]

U.S. CHAMBER OF COMMERCE

National Chamber Foundation Honors

President Reagan [1/89-p5]

Small Business Briefs Mr. Bush [1/89-p20]

German And U.S. Leaders Confer On Trade Issues [1/89-p78]

Editorial: A Plan For Competitiveness And Continued Economic Growth [1/89-p80]

You Too Can Play The Budget Game [2/89-p51]

Energy Priorities Outlined For Bush [3/89-p8]

NB Tips: New publication, "The Greatly Growing Garbage Problem" [3/89-p9]

NB Tips: Four new publications on business-related issues facing Congress [4/89-p8]

New Challenges, New Opportunities (U.S. Chamber Annual Report) [5/89-p81]

Championing Free Enterprise [5/89-p85]

NB Tips: New publication on drugs in the workplace [6/89-p8]

Education: The Competitor's Ring (Profile of John L. Clendenin, new chairman of U.S. Chamber) [6/89-p60]

NB Tips: 1989 edition of "Analysis of Workers Compensation Laws" [7/89-p8]

On The Job Against Drugs [7/89-p28]

Editorial: A Salute To The Recipients Of The First "Spirit Of Enterprise" Awards (Given by U.S. Chamber to members of Congress) [8/89-p80]

NB Tips: New pamphlet on OSHA Hazardous Materials Standard Rules [12/89-p8]

U.S. GOVERNMENT--BUDGET

New Spending Talk Worries GOP Whip [2/89-p6]

U.S. GOVERNMENT--CONGRESS

Budget Battle Lines Drawn In Red Ink [2/89-p50]
You Too Can Play The Budget Game (Computer game) [2/89-p51]
Lawmakers And Business Group Push Commonsense Budgeting [6/89-p6]
A Data Deficit Masks Our Economic Strength [6/89-p90]
Editorial: Congress Should Look To A Tax Cut, Not An Increase, To Curb The Deficit [6/89-p92]
Congressional Alert: Balanced-Budget Amendment [7/89-p71]
Our Crumbling Infrastructure [8/89-p16]
Editorial: The Real Battles Over Fiscal Policy Are Yet To Begin [10/89-p99]
The "Savings Crisis" Is A Caricature [12/89-p68]
U.S. GOVERNMENT--CONGRESS see also Laws & Legislation (Federal)
Editorial: Now It's Time For Congress To Read Voters' Lips On Tax Increases [2/89-p71]
Business People In Congress [3/89-p58R*]
Editorial: Business: Applaud The Cooperation, But Be Prepared For The Conflict [3/89-p80]
Editorial: Decision For Congress: Penalize Success Or Create Opportunity [4/89-p88]
The Push To Trim Capital-Gains Tax [7/89-p56]
A Status Report On Congress [8/89-p6]
Editorial: A Salute To The Recipients Of The First "Spirit Of Enterprise" Awards [8/89-p80]
GOP Chairman Predicts Key Fight Over Reapportionment [9/89-p12]
Congressional Action Urged To Cut Health Costs [12/89-p10]
U.S. GOVERNMENT--CONSTITUTION
Congressional Alert: Balanced-Budget Amendment [7/89-p71]
U.S. GOVERNMENT--DEPARTMENT OF DEFENSE see also Government Procurement Closing A Base Opens Doors [5/89-p9]
New Name; Same Bad Idea [9/89-p84]
U.S. GOVERNMENT--INTERNAL REVENUE SERVICE
Taxpayers' Bill Of Rights [2/89-p51]
A Battle Of Words With The IRS [3/89-p42]
Skipping Your Audit [4/89-p86]
Penalty Proliferation [5/89-p72]
For Tax Crises, Use 911 (New form) [5/89-p74]
"Incomprehensible" IRS Penalties [7/89-p6]
Surviving A Tax Audit [9/89-p40R*]
Playing By The Rules [9/89-75]
Fewer "Comfort Rulings" [11/89-p91]
Who's Paying What [12/89-p59]
U.S. GOVERNMENT--SMALL BUSINESS ADMINISTRATION
Women Mentors For Entrepreneurs [1/89-p28]
SBA Offers Entrepreneurs Free Advice By Telephone [4/89-p6]
SBA's Woman In Charge (New administrator Susan Engeleiter) [6/89-p66]
NB Tips: SBA book, "The States and Small Business" [7/89-p8]
Folding Napkins To Ring Up Sales (1989 Small Business Person of the Year; state winners listed) [7/89-p58]

NB Tips: New SBA publication on 1988 Federal Prompt Payment Act Amendments [8/89-p8]
Direct Line: U.S. Capital (SBA regulation and backing of investment companies) [8/89-p77]
New Leader For Women's Office [10/89-p52]
SBA Amends 8(a) Rules On Minority Firms [11/89-p14]
NB Tips: Small-Business Answers (SBA's Answer Desk) [11/89-p14]
SBA Plans Trade Fair In Seattle [12/89-p8]
NB Tips: SBA sponsors 10th National Legislative Conference on Small Business Issues [12/89-p8]

V

VALUE-ADDED TAX see Taxation
VENTURE CAPITAL
see also Economic Development; Loans
The Real Entrepreneurial Angels Are Your Neighbors [1/89-p8]
Small-Business Owners Put Their Homes On The Line [3/89-p6]
State Funds For Start-Ups [6/89-p42]
How To Find Financing Sources [6/89-p44]
Direct Line: U.S. Capital (SBA regulation and backing of investment companies) [8/89-p77]
Proposal On Venture Capital [11/89-p16]
VETOES
Congressional Alert: Line-Item Veto [11/89-p100]
VIDEO INDUSTRY & TECHNOLOGY
It's Show Time For Business (Company videos) [4/89-p54]
NB Tips: New desktop video technology available [8/89-p8]

W

WAGES & SALARIES
Letters: The Battle Wages On (Minimum wage) [1/89-p4]
Small Firms' Forecasts For 1989 Pay Hikes [1/89-p8]
Employers' Payroll Costs For Employee Benefits [2/89-p28]
Total Compensation Soars For Marketing Executives [3/89-p8]
A Spouse's Income Costs As Well As Pays [3/89-p66]
Congressional Alert: Hiking The Minimum Wage [3/89-p79]
Editorial: Congress' Minimum-Wage Bill: What The Outcome Will Say About Who's In Charge [5/89-p87]
Letters: The Truth Of The Matter (Minimum wage) [6/89-p5]
A Minimum-Wage Confrontation [6/89-p8]
Letters: Raising The Minimum-Wage Issue [7/89-p4]
A Status Report On Congress: Minimum Wage [8/89-p6]
Direct Line: What Would You Pay You? [8/89-p78]
Congressional Alert: New Minimum-Wage Bills [9/89-p85]

Fair Pay In Family Firms [10/89-p72]
What You're Really Paid [11/89-p90]
Take Care With White-Collar Exemption (Federal wage-and-hour laws) [12/89-p6]

WASTE DISPOSAL

NB Tips: New publication, "The Greatly Growing Garbage Problem" [3/89-p9]
Direct Line: Turning Trash Into Cash (Recycling) [4/89-p40]
Direct Line: Over And Over Again (Recycling) [9/89-p83]
Direct Line: Hazardous Waste (Disposal plant) [10/89-p91]
From Sawdust To Sawbucks [12/89-p14]

WOMEN

Law Helps Businesswomen [1/89-p19]
With A Little Help From Her Friends (Mentor programs) [1/89-p28]
Women Mentors For Entrepreneurs [1/89-p28]
A Gamble That Paid Off [1/89-p30]
For Women Of Enterprise (Avon Inc. awards) [1/89-p30]
Direct Line: Togs For Teens, Loans For Women [1/89-p57]
Wife, Mother, Entrepreneur [4/89-p10]
Women Managers: A Certain Style [4/89-p12]
Leadership Seminar For Women [4/89-p12]
Direct Line: Government Grants [4/89-p40]
The Age Of The Woman Entrepreneur [5/89-p22]
Banking On Women Owners [5/89-p28]
SBA's New Woman In Charge [6/89-p66]
Give Your Daughter A Chance [6/89-p72]
Women's Strengths [7/89-p50]
How Women Succeed As Entrepreneurs: Principles To Grow By [7/89-p50]
Not Your Typical Family-Business Wife [8/89-p40]
The Role Of "Mom" [8/89-p40]
Their Goal Is Growth [9/89-p9]
Mentors For Women (Clairol Mentor Program competition) [9/89-p48]
Direct Line: Making Hay (Woman starting hay business) [9/89-83]
Leave Them Laughing (Public speaking tips for women) [10/89-p49]
Get Ready For Life After Motherhood [10/89-p52]
New Leader For Women's Office (SBA) [10/89-p52]
Franchising's Appeal To Women [11/89-p63]
Direct Line: Hard-Hat Area [11/89-p93]
Women Declare Global Partnership [12/89-p6]

WOMEN'S BUSINESS OWNERSHIP ACT OF 1988

Law Helps Businesswomen [1/89-p19]
Direct Line: Togs For Teens, Loans For Women [1/89-p57]

WORKERS COMPENSATION

Stressed Out On The Job [3/89-p45]
NB Tips: 1989 edition of U.S. Chamber of Commerce's "Analysis of Workers Compensation Laws" available [7/89-p8]
OSHA Lacks Impact On Worker Safety [8/89-p72]

WORKING AT HOME

see Home-Based Business

* Page numbers followed by letters are from sections not included in all editions.

REGULAR FEATURES & SPECIAL SECTIONS

CONGRESSIONAL ALERT

Important legislative issues, with suggestions from **Nation's Business** on what readers should tell Congress about them.

- 2/89-p70: The Cost Of Missed Clean-Air Deadlines
- A Lower Tax Rate On Capital Gains Climate Changes: A Global Concern
- 3/89-p79: Options For Child Care Mandated Health Benefits Hiking The Minimum Wage
- 4/89-p87: Section 89: A Benefits Bombshell Mandated Leave Denies Flexibility Uniform Standards In Product Liability
- 5/89-p86: Union Advantage In Construction Arctic National Wildlife Refuge Campaign Financing
- 6/89-p91: White-Collar Crime Tax Incentives For Education Repeal Of Estate "Freeze" Change
- 7/89-p71: Pension-Asset Reversions Balanced-Budget Amendment Health-Risk Notification
- 8/89-p79: Davis-Bacon Reform Product Liability Drug Testing In The Workplace
- 9/89-p85: Tax Incentives For Education Early-Retirement Benefits New Minimum-Wage Bills
- 10/89-p98: Mandated Health Benefits Protections For Disabled Persons Mandated Leave
- 11/89-p100: Visas For Skilled Workers Line-Item Veto Debate On Clean Air
- 12/89-p70: Civil RICO Act Reform Global Climate Changes Farm-Policy Reform

COVER STORY

- 1/89-p10: Small Business: An Upbeat '89
- 2/89-p20: "Government Gone Crazy" (Section 89, U.S. Tax Code)
- 3/89-p16: Service = Survival (Customer relations)
- 4/89-p16: Would You Hire Them? (Young people who lack education and skills)
- 5/89-p22: The Age Of The Woman Entrepreneur
- 6/89-p18: EC92 (European Community)
- 7/89-p17: See You In Court (Employee suits against employers)
- 8/89-p16: Our Crumbling Infrastructure
- 9/89-p18: Curbing The High Cost Of Health Care
- 10/89-p20: Look Who's Working At Home
- 11/89-p22: Taxes: Don't Pay Too Much
- 12/89-p18: Memories For Sale (Nostalgia among baby boomers)

EDITORIALS

- 1/89-p80: A Plan For Competitiveness And Continued Economic Growth
- 2/89-p71: Now It's Time For Congress To Read Voters' Lips On Tax Increases
- Why Soviet Leader Gorbachev's Task Is So Difficult

- 3/89-p80: Business: Applaud The Cooperation But Be Prepared For The Conflict
- A Typical Washington Story With A Typical Washington Ending
- 4/89-p88: Decision For Congress: Penalize Success Or Create Opportunity
- 5/89-p87: Congress' Minimum-Wage Bill: What The Outcome Will Say About Who's In Charge
- 6/89-p92: Congress Should Look To A Tax Cut, Not An Increase, To Curb The Deficit
- 7/89-p72: Let's Keep Super 301 On The Right Course
- 8/89-p80: There's Only One Way To Clear Up This Misunderstanding
- A Salute To The Recipients Of The First "Spirit Of Enterprise" Awards
- 9/89-p86: Reform The Product-Liability System To Prevent Further Economic Harm
- 10/89-p99: The Most Effective Weapon In The War Against Drugs: The Paycheck The Real Battles Over Fiscal Policy Are Yet To Begin
- 11/89-p101: How The Good Guys Won The Battle Of Section 89
- 12/89-p71: Free-Market Economics: Antidote For War And Poverty

ENTREPRENEUR'S NOTEBOOK

- 2/89-p10: To Sell In Japan, Meet The Japanese (Robert C. Dorney)
- 4/89-p9: Cutting Through Start-Up Problems (Karen Smith)
- 6/89-p10: On The Front Lines In The Trade War (Stephen A. Rondel)
- 8/89-p9: Something New Under The Sun (Ed Wilkes)
- 9/89-p13: When To Fight, When To Switch (Robert A. Dresser)
- 10/89-p13: Make Room For The Children (Nancy Thomas-Cote)
- 11/89-p9: A Team Approach From The Start (William J. Stolze)
- 12/89-p12: To Make The Grade, Just Go Do It (Curtis Grant)

GUEST COLUMN--WARREN T. BROOKES

- 1/89-p48: Common Sense About Capital Gains
- 2/89-p13: U.S. Companies Lack Trade Aggressiveness
- 4/89-p49: Mandated Benefits' Costly Trap
- 5/89-p32: The President's Council On Competitiveness
- 6/89-p90: A Data Deficit Masks Our Economic Strength
- 7/89-p70: A Value-Added Tax Would Harm The Economy
- 8/89-p72: OSHA Lacks Impact On Worker Safety
- 9/89-p84: New Name; Same Bad Idea
- 10/89-p97: Smart Approaches To Productivity
- 11/89-p99: Productivity: Key To Growth
- 12/89-p68: The "Savings Crisis" Is A Caricature

LESSONS OF LEADERSHIP

- 1/89-p41: Brother Act (Jack, Harvey and Arnold Miller; Quill Corp.)
- 2/89-p46: The Last Of The Citrus Barons (Ben Hill Griffin, Jr.; Ben Hill Griffin Inc.)
- 3/89-p77: Kemmons Wilson Changes His Inns
- 4/89-p62: A Fresh Start After 40 (Sidney Port; Lawson Products Inc.)
- 5/89-p37: Go With The Flow (James F. Watson and Robert Baker; Skyway Freight Systems)
- 6/89-p60: Education: The Competitor's Key (John J. Clendenin; BellSouth Corp.; Chairman of U.S. Chamber of Commerce)
- 7/89-p52: Chicken That Packs A Punch (Alvin C. Copeland; Popeye's Famous Fried Chicken & Biscuits)
- 8/89-p50: Doing Good, Getting Well (Bernard Salick; Salick Health Care Inc.)
- 9/89-p63: Eliminating The Static (Robert W. Carver; Carver Corp.)
- 10/89-p34: Temporary Assignment (Guy Millner; Norrell Corp.)
- 11/89-p74: When It's Time To Go (Walter V. Smiley; Systematics Inc.)
- 12/89-p29: Food For Thought (Julia Child; American Institute Of Wine And Food)

MAKING IT

- 1/89: A Magnet For Gourmets (Elaine Yannuzzi; Expression untd.) [p66]
- The New Owner Of New Year's Eve (Orchestra leader Jerry Kravat) [p68]
- 2/89: Listening To An Inner Voice (John Yeh; Integrated Microcomputer Systems) [p52]
- In The Blue Chips (James J. Hoverman and Nancy Gallagher; Champion International Co.) [p54]
- 3/89: Music To Their Ears (John and Marcia Leaser; San Francisco Music Box Co.) [p69]
- Threading The Needle (Hector Cruz; Hector's Tailoring) [p70]
- Woman With A Large Idea (Trudy Deane Sullivan; T. Deane Stores) [p71]
- 4/89: Through Glasses, Darkly (Stephen A. Gold and Charles Hao; International Sun Shade) [p77]
- The Accidental Tourist (Stephen A. Rondel; Advanced Products & Technologies) [p78]
- A Blast From The Past (Steve Sawyer; Performing Artists Diversified) [p79]
- 5/89: "Merchandise That Motivates" (Stanley and Keith Fishman; Marketing Innovations International) [p64]
- Targeting The Military Market (Edward M. and Loretta M. Downey; Military Lifestyle magazine) [p66]

**REGULAR FEATURES &
SPECIAL SECTIONS**

- A Pizza The Action (Gary Alcombrack: Saucy's Pizza Franchises Inc.) [p68]
- 6/89: The Taste Of Mendocino (Margaret Fox; Cafe Beaujolais) [p11]
- Lights! Camera! Hammer And Nails! (Jonathan Katz, Thomas R. Field and David Park; Cinnebar) [p12]
- A Neat Little Package (H. Morton Libby; Libby Perszyk Kathman) [p16]
- 7/89: King Of The Mild Frontier (Fess Parker; Red Lion Inns) [p10]
- Fingers Of Speech (Janet Bailey; Sign Language Associates) [p12]
- Liquid Gold (Mike Smolyansky; Lifeway Foods) [p14]
- 8/89: Repairing A Home-Repair Firm (Jacob W. Slagle; Slagle & Slagle) [p10]
- Going For The Goat (Robert D. and Carol Jackson; Jackson-Mitchell) [p12]
- Out Of This World (Carolyn Tognetti; Garlic World) [p13]
- 9/89: The Fruit Of The Vine (David and Ginny Adelsheim; Adelsheim Vineyard) [14]
- Renegades Of Madison Avenue (Sam B. Vitt; Vitt Media International) [p16]
- Outwitting The Hackers (Fereshteh Bailey; Cypher Communications Technology Inc.) [p17]
- 10/89: He's A Howling Success At Bringing Comics To Life (Bill Melendez; Bill Melendez Productions) [p16]
- Endangered Species (Lello Arpaia; Scarlatti restaurant in New York City) [p18]
- 11/89: Building To Last (Jim Buck; Northern Timber Framing Inc.) [p17]
- When He Hears, Others Listen (Sotirios J. Vahaviolos; Physical Acoustics Corp.) [p18]
- Corporate Art (Erika King) [p20]
- 12/89: Winning In A Walk (John T. and Frances Carr Scurlock; Space Walk Inc.) [p13]
- From Sawdust To Sawbucks (Jack Warf; Modular Energy Co.) [p14]
- The Man With The Hammer (Jim Gall; Auction Co. of America) [p16]

SPECIAL ADVERTISING SECTIONS

- 1/89-p40A*: Egypt
- 1/89-p50: Japan
- 4/89-p57: Greece (First of two parts)
- 5/89-p44A*: Mexico
- 5/89-p57: Greece (Second part)
- 6/89-p53: Korea
- 8/89-p27: Taiwan
- 9/89-p49: Cyprus
- 10/89-p53: Malaysia

SPECIAL REPORTS

- 2/89-p30: Office machines: More, Better Cheaper
- 5/89-p40: The Leased Advantages
- 9/89-p56: There's A Computer In Your Future
- 10/89-p38: Trucks Turn To High Tech
- WHERE I STAND**
- 1/89-p77: Will The Economy Continue To Expand?
- Will Customers Curtail 1989 Spending?
- Will Congress Endorse Labor's Agenda?
- Verdicts on:** Election Day on-site voter registration; uniform national poll-closing hour; no election predictions on TV until polls close (November poll)
- Balance Budget Only By Curbing Spending?
- Balance Budget Only By Increasing Taxes?
- Balance Budget With Tax Hikes, Spending Cuts?
- Verdicts on:** Congress requiring U.S. firms to leave South Africa; congressional action on acid rain; stricter congressional regulation of firearms (December poll)
- 3/89-p73: Tax Capital Gains At Lower Rate?
- Make Tuition-Loan Interest Deductible?
- Make R&D Tax Credit Permanent?
- Verdicts on:** Federal budget policies fostering continued economic expansion; curtailed spending by customers in 1989; endorsement by Congress of labor's agenda (January poll)
- 4/89-p81: Increase Minimum Wage To \$4.65 An Hour?
- Repeal Section 89 Of Tax Code?
- Enact Federal Product-Liability Law?
- Verdicts on:** Balancing budget only through spending cuts; balancing budget only through tax increases; balancing budget through spending cuts and tax hikes (February poll)
- 5/89-p80: Make Firms Provide Health Insurance?
- Impose Import Fee On Crude Oil?
- Create Trust Fund For Land Acquisition?
- Verdicts on:** Congress lowering capital gains tax rate; education-loan interest fully tax-deductible; Congress making permanent research-and-development tax credit (March poll)
- 6/89-p83: Let Some Lawmakers Keep Campaign Funds?
- Narrow Definition Of Campaign Expense?
- Use Union Dues For Political Purposes?
- Verdicts on:** Hiking minimum wage to \$4.65; repeal of Section 89 of Tax Code; enactment of federal product-liability law (April poll)

- 7/89-p69: Require Congress To Balance Budget?
- Give President Line-Item Veto Power?
- Apply "Common Sense" To Budget Process?
- Verdicts on:** Congress requiring firms to provide health insurance; imposition of tax on imported oil; creation of land-acquisition trust fund (May poll)
- Amend Wage Law For Federal Contractors?
- Preserve Nuclear Power As Energy Option?
- Negotiate More Bilateral Trade Treaties?
- Verdicts on:** Allowing some in Congress to keep excess campaign funds; narrowing definition of campaign expenditures; allowing unions to use dues for partisan activities (June poll)
- Extend Tax-Free Status Of Tuition Benefits?
- Mandate Costs Of Workplace Changes For The Handicapped?
- Increase Foreign Aid Tied To Trade?
- Verdicts on:** Adoption of balanced-budget amendment to Constitution; permitting president to veto line items in spending bills; adoption by Congress of "common-sense" budgeting (July poll)
- 10/89-p96: Cut Taxes On All Long-Term Capital Gains?
- Exclude Some From Capital-Gains Relief?
- Index Gains Instead Of Cutting Tax Rates?
- Verdicts on:** Amending Davis-Bacon Act; maintaining nuclear power as energy option; U.S. pursuing bilateral trade agreements (August poll)
- 11/89-p95: Give Business Latitude In Drug Testing?
- Send Troops To Nations Battling Drug Traffickers?
- Should Drug Use Be Legalized?
- Verdicts on:** Extending tax-free status of all employer-paid tuition; making firms bear costs of workplace changes to accommodate handicapped; U.S. embracing tied aid until others abandon it (September poll)
- 12/89-p69: Mandate Employer-Paid Health Insurance?
- Copy Canadian Health System?
- Scrap Current Health-Care System?
- Verdicts on:** Cutting tax rate for all long-term capital gains; excluding some investments from capital-gains relief; indexing capital gains instead of cutting tax rate (October poll)

AUTHORS

- Arafa, Mohamad
--Egypt [1/89-p40A*]
Advokat, Steven
--Office Gear On The Go [11/89-p56]
Bacas, Harry
--States Go Global For Small Firms [5/89-p44G*]
--Tailor-Made Work Forces [11/89-p33]
Bacon, Donald C.
--Small Business Update (Jan.-Aug. issues)
--Dateline: Washington (Sept.-Oct. issues)
--Brainstorming With Your Computer [12/89-p34]
--Business Moves Against Drugs [11/89-p82]
--Closing A Base Opens Doors [5/89-p9]
--Corporate Art [11/89-p20]
--Employers' Payroll Costs For Employee Benefits [2/89-p28]
--Executive Suite [7/89-p34]
--How The Baldridge Winners Did It [1/89-p32]
--Information Finder [7/89-p32]
--Look Who's Working At Home [10/89-p20]
--The Man With The Hammer [12/89-p16]
--Nonprofit Groups: An Unfair Edge? [4/89-p33]
--SBA's Woman In Charge [6/89-p66]
--Security [7/89-p35]
--See You In Court [7/89-p17]
--Small Business Briefs Mr. Bush [1/89-p20]
Bahls, June Easter
--Courts Clamp Down On Boards (with Steven C. Bahls) [12/89-p52]
--Two For One: A Working Idea [6/89-p28]
--U.S. Shoe Firms Thrive In High-Quality Market [2/89-p38]
Baker, Nancy Croft
--Franchising's Pathfinders (with Meg Whittemore) [2/89-p61]
--Independents Try Franchising [6/89-p31]
--Office Services By Franchise [5/89-p62]
--Selling On A Shoestring [11/89-p78]
--To Market, To Market [1/89-p61]
--Would You Hire Them? [4/89-p16]
Barrier, Michael
--The Accidental Tourist [4/89-p78]
--A Blast From The Past [4/89-p79]
--Brother Act [1/89-p41]
--A Business That Outgrew Nostalgia [12/89-p22]
--Chicken That Packs A Punch [7/89-p52]
--Doing Good, Getting Well [8/89-p50]
--Eliminating The Statin [9/89-p63]
--Endangered Species [10/89-p18]
--Folding Napkins To Ring Up Sales [7/89-p58]
--Food For Thought [12/89-p29]
--The Fruit Of The Vine [9/89-p14]
--Go With The Flow [5/89-p37]
--Going For The Goat [8/89-p12]
--He's A Howling Success At Bringing Comics To Life [10/89-p16]
--In The Blue Chips [2/89-p54]
--Kemmons Wilson Changes His Mind [3/89-p77]
--King Of The Mild Frontier [7/89-10]
--Lights! Camera Hammer And Nails! [6/89-p12]
--Liquid Gold [7/89-p14]
--Memories For Sale [12/89-p18]
--Merchandise That Motivates* [5/89-p64]
--Music To Their Ears [3/89-p69]
- The New Owner Of New Year's Eve [1/89-p68]
--Out Of This World [8/89-p13]
--A Pizza The Action [5/89-p68]
--Renegades Of Madison Avenue [9/89-p16]
--The Taste Of Mendocino [6/89-p11]
--Temporary Assignment [10/89-p34]
--Through Glasses, Darkly [4/89-p77]
--When It's Time To Go [11/89-p74]
--Woman With A Large Idea [3/89-p71]
Barrier, Phyllis M.
--Boning Up On Calcium [12/89-p57]
--Cancer And Your Diet [1/89-p69]
--Should You Go On A Very-Low-Calorie Diet? [7/89-p61]
Beales, Janet R.
--Useful Books On Unemployment Law [7/89-p26]
Belleville, Bill
--Repairing A Home-Repair Firm [8/89-p10]
Benson, Benjamin
--Do You Keep Too Many Secrets? [8/89-p42]
Bernstein, Albert J., and Sidney Craft Rozen
--Dinosaur Brains And Managing Stress [11/89-p46R*]
Bobigian, Valerie
--A Magnet For Gourmets [1/89-p66]
Brookes, Warren T.
--See Guest Column in Regular Features & Special Sections portion of Index
Brown, Norman
--Beyond The Fringe: Late Word From The War On Baldness [6/89-p79]
--Putting Your Finger On What Makes You Itch [4/89-p75]
--The Sight Of Your Life [2/89-p55]
Bucay, Benito
--Industrial Resistol: World Competitor [5/89-p44D*]
Burns, Thomas J.
--Tests To Target Dependability [3/89-p26]
Candler, Julie
--The Leased Advantages [5/89-p40]
--Trucks Turn To High Tech [10/89-p38]
Collier, Ellen Monsoor
--Read This Article Immediately [10/89-p68]
Conrad, Robin S., and Erwin G. Krasnow
--Managing Your Lawyer [4/89-p70]
Dark, Sandra
--Shape Up Your Firm's Image [7/89-p42]
Davis, Leila
--Another Medium For The Message [8/89-p54]
--Wider Uses For Bar Codes [3/89-p34]
Dawes, Joseph
--The Business-Education Link [6/89-p27]
DeBernardo, Mark A.
--On The Job Against Drugs [7/89-p29]
Dilks, Carol
--Alzheimer's Disease: The Search For A Cure [10/89-p86]
Dininny, Paulette
--No Detail Too Small [10/89-p62]
Dorney, Robert C.
--To Sell In Japan, Meet The Japanese [2/89-p19]
Dresser, Robert A.
--When To Fight, When To Switch [9/89-p13]
El-Reedy, El Sayed Abdel Raouf
--Egypt: Forging Partnerships With Americans [4/89-p3]
Finanegan, Kara
--Health Care, Canadian-Style [9/89-p22]
Finney, Martha I.
--A Franchise? Or A Dealership? [3/89-p63]
--TMJ: When Teeth Bite Back [3/89-p65]
Fonseca, Mary
--Winning In A Walk [12/89-p13]
Foster, Mike
--A Battle Of Words With The IRS [3/89-p42]
Freedman, Donna
--Why Are You Hungry? [5/89-p69]
Fulcher, Gerry T.
--Don't Gamble With Addiction [2/89-p35R*]
Gaunt, Jeremy
--GATT's Influence For Free Trade [12/89-p12]
Gerome, Gene
--A Good Start For New Hires [1/89-p21]
Gibson, Don D.
--A Gamble That Paid Off [1/89-p30]
Golob, Steven
--Oases Of Opportunity [7/89-p45]
Grant, Curtis
--To Make The Grade, Just Go Do It [12/89-p12]
Gray, Robert T.
--Education: The Competitor's Key [6/89-p60]
Greiff, James
--When An Employee's Performance Slumps [1/89-p44]
Harris, Tom W.
--Listen Carefully [6/89-p78]
Hashimoto, Nobuko
--Seeking Better Trade Ties [1/89-p50]
Hawken, Paul
--You Are The Customer, You Are The Company [5/89-p60R*]
Hesser, Randall G.
--Writing The Book On Employees [12/89-p50]
Hoffer, William
--The Coming Era Of Tiny Technology [1/89-p46R*]
--Main Street Revisited [1/89-p36]
Holzinger, Albert G.
--Budget Battle Lines Drawn In Red Ink [2/89-p50]
--Business People In Congress (with Alison A. Knocke) [3/89-p58R*]
--German And U.S. Leaders Confer On Trade Issues [1/89-p78]
--Help In Writing It Right [12/89-p35]
--Keeping Up With EC92 [12/89-p38]
--A New Era In Trade [9/89-p67]
--Openings Abroad For Enterprise [11/89-p66]
--Trading Views With Japan [5/89-p34]
--You Can Take It With You [7/89-p34]
--You Too Can Play The Budget Game [2/89-p51]
Hotch, Ripley
--Accounting [7/89-p32]
--Get Your Business Plan Off The Shelf [12/89-p34]
--How Small Can You Get? [12/89-p35]
--Scantastic [7/89-p35]
--Screen Dreams [7/89-p34]
--When Is Flat OK? [10/89-p66]

AUTHORS

- Jaffe, Charles A.
--Bad Debts Are Worth Collecting [5/89-p53]
--The Rainbow Maker [11/89-p41]
--Success By Surprise [9/89-p30]
Jaffe, Dennis T., and Cynthia Scott
--Bridging Your Workers' "Motivation Gap" [3/89-p30]
Johnson, Joan C.
--With A Little Help From Her Friends [1/89-p28]
--Women Managers: A Certain Style [4/89-p12]
Kauffman, Susan
--Outwitting The Hackers [9/89-p17]
King, Marcia
--Building To Last [11/89-p17]
King, Steven S.
--It's Show Time For Business [4/89-p54]
Knocke, Alison A.
--Business People In Congress (with Albert G. Holzinger) [3/89-p58R*]
--Listening To An Inner Voice [2/89-p52]
--Threading The Needle [3/89-p70]
Kopecky, Robert J., and Sal D. Rinella
--Tuition Payments Cut Job Turnover [8/89-p25]
Lancaster, Lynne C., and Rita S. Rapoza
--Straight Talk From Key Employees [11/89-p40]
Lowenstein, Janet
--Free-Spirited Enterprise (Sept.-Dec. issues)
--Glasnost By The Book [8/89-p57]
Macnow, Glen
--Buffalo's Rich Baseball Legacy [2/89-p42]
--Cities Get Into The Game [11/89-p48]
--From Calamity To Conglomerate [5/89-p48]
--Sports Tie-Ins Help Firms Score [9/89-p36]
Mandell, Mel
--Take Charge Of Your Phones [1/89-p25]
Marklein, Mary Beth
--Leave Them Laughing [10/89-p49]
Matz, Anne L. and Milton
--Turning Arguments Into Agreements [6/89-p74]
McKee, Bradford A.
--Direct Line (with Meg Whittemore) (Oct.-Dec. issues)
--Choosing Your Accountant [11/89-p28]
--Create Your Space, Choose Your Tools [10/89-p23]
--Midnight Rescue [11/89-p86]
--The Tax Questions [10/89-p30]
McKeown, Pam
--Esophageal Pain: Another Price Of Success [11/89-p89]
Nelton, Sharon
--The Age Of The Woman Entrepreneur [5/89-p22]
--Cultural Changes In A Family Firm [1/89-p62]
--Fair Pay In Family Firms [10/89-p72]
--Fathers And Sons: No Easy Business [2/89-p16]
--Fingers Of Speech [7/89-p12]
--Fun And Games--And Ethics [11/89-p38]
--Give Your Daughter A Chance [6/89-p72]
--Marrying Into A Family Business [4/89-p42]
--Not Your Typical Family-Business Wife [8/89-p40]
--Partners In Entrepreneurship [3/89-p38]
--Putting Your Best Self Forward [8/89-p46]
--Six Ways To Be "Family-Friendly" [3/89-p12]
--Staying Aboard After The Sale [9/89-p34]
--A Struggle For Control [6/89-p40R*]
--Wife, Mother, Entrepreneur [4/89-p10]
--Women's Strengths [7/89-p50]
O'Brien, Mark
--Building Your Own Portfolio [4/89-p30]
Padwe, Gerald W.
--For Your Tax File (Jan.-Dec. issues)
Paganelli, David M.
--Light At The End Of The Carpal Tunnel [8/89-p69]
Pepper, Jon
--Office Machines: More, Better, Cheaper [2/89-p30]
--There's A Computer In Your Future [9/89-p56]
Rager, Les
--How To Expand By Franchising [6/89-p33]
Rea, Kelley V.
--Your Firm May Need A "Legal Checkup" [7/89-p20]
Rockefeller, Rodman C.
--Mexican Economy's Bold Initiative [5/89-p44B*]
Rondel, Stephen A.
--On The Front Lines In The Trade War [6/89-p10]
Rothman, Howard
--Wellness Works For Small Firms [12/89-p42]
Schaefer, Kay
--Flying Can Be A Pain In The Neck [9/89-p73]
Shoemaker, Robert W.
--More On Metric [9/89-p43]
Simpson, Ross W.
--From Sawdust To Sawbucks [12/89-p14]
Simurda, Stephen J.
--Soviet TV's U.S. Channel [2/89-p18R*]
Singer, Ira D.
--AIDS Concerns For Business [6/89-p75]
Smith, Karen
--Cutting Through Start-Up Problems [4/89-p9]
Smith, Perry M.
--Twenty Guidelines For Leadership [9/89-p60]
Sorenson, Laurel S., and John L. Ward
--Promote, Celebrate Your Family Ties [2/89-p16]
--Retired Dads: A Real Resource [6/89-p72]
--The Role Of "Mom" [8/89-p40]
Stack, Bill
--A Neat Little Package [6/89-p16]
Stevens, Mark
--How To Calculate Capital Needs [11/89-p32]
--Learn Your Firm's Inside Story [8/89-p59]
--Selling Your Firm May Hike Your Pay [9/89-p46]
--Surviving A Tax Audit [9/89-p40R*]
Stolze, William J.
--A Team Approach From The Start [11/89-p9]
Strassels, Paul N.
--For Your Tax File (Feb.-May issues)
--It's Your Money (Feb.-Dec. issues)
--Job-Hopping: A Mixed Bag, For Employers And Employees [1/89-p70]
Szabo, Joan C.
--All In The Family [4/89-p73]
--Congress Warms To Estate Freeze [6/89-p48]
--Labor Targets The States On Benefits [1/89-p16]
--Opening Doors For Immigrants [8/89-p48]
--Our Crumbling Infrastructure [8/89-p16]
--Payroll Savings Pay Off In Bonds [5/89-p45]
--The Push To Trip Capital-Gains Tax [7/89-p56]
--Service = Survival [3/89-p16]
--Slower Growth Expected For The Service Sector [1/89-p12]
--State Funds For Start-Ups [6/89-p42]
--Taxes: Don't Pay Too Much [11/89-p22]
Taylor, Russel R.
--Principles To Grow By [7/89-p50]
Thomas-Cote, Nancy
--Make Room For The Children [10/89-p13]
Thompson, Roger
--The Battle Over Pension Surpluses [8/89-p66]
--A Checkup On Health Benefits [3/89-p45]
--Curbing The High Cost Of Health Care [9/89-p18]
--Doubts Multiply On Section 89 [5/89-p17]
--EC92 [6/89-p18]
--A Fresh Start After 40 [4/89-p62]
--"Government Gone Crazy" [2/89-p20]
--Looking Beyond Section 89 [12/89-p27]
--No Easy Answers [7/89-p38]
--A Push To Repeal Section 89 [3/89-p6]
--Section 89: Beyond Repair [4/89-p65]
--Small Business: An Upbeat '89 [1/89-p10]
--Take Charge Of Your Job [4/89-p36]
--Unemployment: Cutting The Costs [11/89-p71]
--An Untapped Resource [3/89-p50]
Thornbury, Barbara E.
--When He Hears, Others Listen [11/89-p18]
Trussell, Tait
--The Last Of The Citrus Barons [2/89-p46]
Valentine, Charles F.
--Blunders Abroad [3/89-p54]
Ward, David J.
--The Private Path To New Highways [8/89-p19]
Ward, John L.
--Professionalizing: A Necessary Hurdle [11/89-p38]
Whittemore, Meg
--Direct Line (with Bradford A. McKee) (Oct.-Dec. issues)
--Four Paths To Franchising [10/89-p75]
--Franchises Under The Hood [9/89-p54]
--Franchising Draws Minorities [4/89-p68]
--Franchising's Appeal To Women [11/89-p63]
--Franchising's House Calls [12/89-p47]
--Franchising's Pathfinders (with Nancy Croft Baker) [2/89-p61]
--Investing In Franchising [8/89-p61]
--Making The Most Of Consultants [6/89-p36]
--Temporary Solutions [7/89-p48]
Wilkes, Ed
--Something New Under The Sun [8/89-p9]
Williams, Lorna
--It Pays To Go The Extra Meter [9/89-p42]
--Targeting The Military Market [5/89-p66]
Wilson, Larry
--Creating The Best Work Culture [4/89-p38R*]
Wynn, Jack
--Quick Checks [12/89-p45]
Zellner, Mike
--Mexico [5/89-p44A*]
Zinkiewicz, Phil
--More Insurance For Small Firms? [6/89-p67]

THE 1989 **NATION'S BUSINESS INDEX**

